1939 ARMSTRONG PATTERN BOOK

LINOLEUM - 1939
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What makes this tiny kitchen seem so much roomier than it really is? And what was the starting point for its clean-cut modern color scheme? The answer to both questions is the floor of Armstrong's Linoleum. The pattern is No. 5610, just one of many new designs and colorings from which to choose. Some make small rooms seem larger; others make large rooms seem smaller. Some add light; others subdue strong sunshine. All are notably easy-to-clean and long-lasting, too.

THE ARMSTRONG PATTERN BOOK 1939

ARMSTRONG'S LINOLEUM / LINOWALL

QUAKER RUGS / STANDARD RUGS

FELT-BASE FLOOR COVERING

DISTRICT OFFICES

ATLANTA, GA.	424-26 W. Peachtree Street
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SEATTLE, WASH.	803 Terminal Sales Building
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ARMSTRONG CORK COMPANY
FLOOR DIVISION / LANCASTER, PENNSYLVANIA, U. S. A.

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Illustrations of rooms in which linoleum, Linowall, Mastic Armoflor, or felt-base materials have been installed will be found on pages 2, 6, 8, 16, 17, 18, 19, 20, 21, 35, 42, 46, 72, 80, 100, 116, 132, 149, 175, 199, 213, 245, 266, 274, 313, and 359.

ARMSTRONG'S 1939 LINE

OFFERS EIGHT HEADLINER FEATURES

ARMSTRONG'S 1939 Line, presented complete in this book, contains 370 patterns. Throughout the entire line are many, many distinctive features. Some of them are exclusive new design ideas; others represent important technical improvements. Only the more recent of these headline developments are listed below:

1. Safety-Back on Quaker Floor Covering
2. Jaspé Linoleum in Standard Gauge
3. Marbelle Linoflor
4. Swedish Modern Designs
5. Patterns with Strong Directional Lines
6. New Highlight Shading Effects
7. More Pronounced Marble Graining
8. Smart New Leaf and Floral Rugs

FELT-BASE HAS SAFETY-BACK

Most newsworthy of the new offerings in the Armstrong Line for 1939 is Safety-Back, a feature in Armstrong's Quaker Floor Covering now offered for the first time on a felt-base material. This new backing makes it possible to paste felt-base direct to wood floors without risking serious trouble when the time comes for removal. The advantages of pasting felt-base to the floor are well known—loose edges and overlapped seams are eliminated—but with ordinary felt-base there was always one overbalancing disadvantage—the goods just wouldn't come loose when the time arrived for it to be removed. Frequently the subfloor was damaged in the removal attempt. Quaker Floor Covering with Safety-Back eliminates this disadvantage and permits the goods to be pasted to the floor, making the troublesome re-trimming operation unnecessary.

NEW STYLE NOTES

In harmony with today's highest style trend—Swedish modern—are several new patterns in the Heavy and Medium Gauges of Armstrong's exclusive Embossed Inlaid Linoleum. Several new color notes are seen in these patterns including sandstone, cork tan, a rich terra cotta, and two new blues—one a light shading of the popular royal blue—the other a deep powder blue whose richness is brought out by burgundy accents.

Seven new patterns in Standard Gauge Embossed and Straight Line linoleum produce a strong directional feeling. Long a successful means of directing traffic in shops and public places, these patterns bring the idea into residential floors as a smart style note.

The 5630 series in Standard Gauge Embossed linoleum has an absolutely new background effect called highlight shading that was developed by a new Armstrong process. Pattern 5630 is a popular gray and scarlet coloring, Pattern 5631 is an unusual coloring of black with highlight shadings in a deep copper, while Pattern 5632 is a new variant of the sandstone coloring.

One of the big features of several new Straight Line patterns offered this season is the decidedly improved marble graining. The more definite graining that characterizes these distinctive patterns makes the new colorings stand out sharply in all their brilliance.

Not confined to linoleum are the new design highlights of this offering. First of several smart rug designs is the leaf and floral motif so popular today and brought out in an entirely new manner in five new Quaker Rugs. One reason for their high style is the use of graduated tones to form the distinctive borders.

STANDARD GAUGE JASPÉ

In this offering, Jaspé linoleum in Standard Gauge is presented to the public for the first time. Offered in six fine residential colorings, this addition to the line makes it possible for many more persons to enjoy Jaspé linoleum floors in their homes than ever before. Two of the colorings made in Standard Gauge Jaspé are new—Platinum Gray and Azure Blue.

MARBELLE LINOFLOR

The addition of Marbelle Linoflor brings to the Armstrong Line a group of five allover marbleized patterns which should prove highly popular. Three of the five colorings are delicate pastel shades, the fourth is a gold Marbelle with Venetian red markings, while the fifth is a warm polychrome coloring. All five patterns are new original colorings and are not duplicated in Armstrong's Marbelle Linoleum Line.

NOTICE ON COLOR VALUES

While we have bent every effort to reproduce all patterns faithfully in this book, the limitations of color engraving and printing are such that we cannot guarantee, in every case, an exact duplication of the color values of the actual goods. It is suggested, therefore, that quality samples rather than these illustrations be employed to match colors with other materials.

ARMSTRONG'S

CUSTOM-CRAFT FLOORS

SINCE 1917, Armstrong has been promoting linoleum as a floor material suitable for every room in the finest homes or smartest commercial establishments. Through its introduction of the felt layer method, Armstrong opened the door to the development of the custom floor; and for years, designs for fine floors were created to order in the Bureau of Interior Decoration.

Up to 1937, however, custom-built linoleum floors were more or less of a luxury—something that only a merchant with exceptionally skillful and artistic mechanics could sell to prospects who wanted individuality, regardless of price.

Armstrong realized that to broaden the market for custom floors—to create volume business—it was necessary to (1) reduce the cost of custom floors, (2) make them easy to install by any good linoleum mechanic, (3) supply a design service, and (4) provide a way for the merchant to visualize designs for customers.

In its Custom-Craft Floor Program, introduced in 1937, Armstrong presented a complete answer to these problems. This new development, consisting of a well-rounded plan adaptable to the needs of every merchant and to the budget of every prospect, marked a great forward step in linoleum merchandising. Now, as a result of this plan, custom-built linoleum floors are being sold to an infinitely broader market than ever before.

Five types of floors are made available by Armstrong's Custom-Craft Floor Program. These are:

1. Floors with Armstrong's Custom-Craft Ready-Cut Linosets, as explained on page 8.
2. Special designs achieved with Armstrong's Custom-Craft Dies, described on page 13.
3. Floors cut with Armstrong's Universal Scriber.
4. Floors made by projection tracing, page 7.
5. Floors made by using borders or Linostrips. Borders 3″ to 36″ wide are supplied in any Plain, Jaspé, Monobelle, or Marbelle pattern; also 6″, 9″, or 12″ wide in Heavy, Medium, and Standard No. 27 or No. 021. Linostrips in any color or gauge of Plain, Marbelle, or Monobelle (also Linowall Nos. 700 to 708 and 731 to 738) can be supplied ⅝″, 1″, or 1½″ wide.

In addition, Custom-Craft rubber stamps and cross-section paper make it easy to vary designs to suit a customer's personal taste or to fit the exact measurements of a room.

An Outside Sales Kit, equipped with a projector, films, and screen, is ideal for visualizing Custom-Craft floors to prospects in their homes or stores.

Complete details of the various phases of Armstrong's Custom-Craft Floor Program are given on succeeding pages. On page 7 are illustrated the various items of equipment for selling and producing Custom-Craft floors.

On page 8, Ready-Cut Linosets are explained in detail; and the designs and sizes available are shown on pages 9 through 12. Page 13 describes Die-Cut Linosets and shows typical examples of die-cut designs as suggestions.

Above is shown an attractive floor achieved with Armstrong's Custom-Craft Dies. Here, the design has been created with a single die. By combining the different design elements, thousands of floor effects are possible.

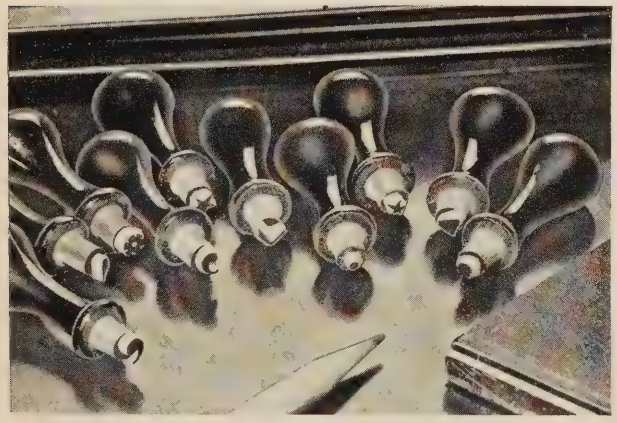
AIDS TO PRODUCING AND SELLING CUSTOM-CRAFT FLOORS

READY-CUT LINOSETS *offer the easiest method of producing custom floors. The Linoset is inserted as a unit in an opening cut in the field. See designs on pages 9 to 12.*

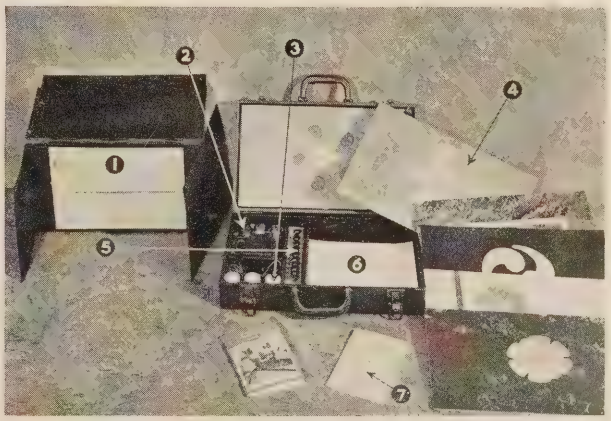
DIE-CUT DESIGNS *simplify the creation of individualized Linosets by eliminating slow and expensive hand-cutting. Dies cutting ten shapes are included in the outfit.*

ARMSTRONG'S UNIVERSAL SCRIBER *is used to lay out and cut the more intricate custom floors and Linostrips. It may also be employed for all kinds of scribing.*

PROJECTION TRACING *is a new, speedy method of transferring complex designs to the goods for hand-cutting. Designs for projection are contained on a 35 mm. film.*



LAYOUT STAMPS, *cross-section paper, and stamp pad form an outfit for creating designs with die-cut shapes. This outfit makes it easy for customers to visualize floors.*



ARMSTRONG'S OUTSIDE SALES KIT *contains (1) screen, (2) projector, (3) film, (4) panels, (5) layout stamp outfit, (6) cross-section paper, and (7) color scheme book.*

READY-CUT LINOSETS

ADD STYLE TO ANY FLOOR AT REASONABLE COST

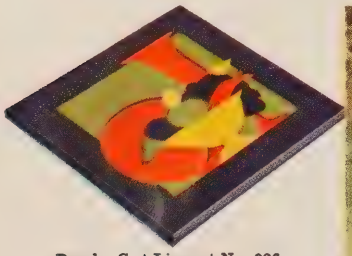
SIX entirely new Ready-Cut Linosets, in twenty striking colorings, have been added to this popular department of the Armstrong Line. The new Linosets include designs that are suitable for kitchens, breakfast nooks, dining-rooms, sun porches, cocktail rooms, restaurants, food stores, and yacht clubs. They are shown on pages 9 to 12.

The excellent reception accorded the original assortment of Ready-Cut Linosets in the 1938 Line demonstrates that there is a truly remarkable demand for custom floors when the price is brought within the reach of the average pocketbook. Because they eliminate intricate hand cutting and greatly reduce labor costs—and also because the designs have a wide range of appeal for many types of rooms—Ready-Cut Linosets won instant recognition as an ideal means of producing custom floors at popular prices.

All designs in this assortment of Linosets were created by the Armstrong Bureau of Interior Decoration, with the same care and skill that are employed in producing the finest individualized Linosets. The figures selected were carefully planned to be suitable for a wide variety of interiors. Likewise, the colors in each design were chosen so that they could be used with an extended range of field and border materials.

Custom-Craft Ready-Cut Linosets are extremely easy to install in new or old floors. The position of the Linoset is marked on the field linoleum; then the field is cut out to accommodate the Linoset, the parts of which are taped together and inserted as a unit.

These Linosets, available in Heavy, Medium, and Standard Gauges, may be used with $\frac{3}{16}''$ or 6 mm. linoleum by building up with lining felt. They may also be beveled at the edges and inserted in Linowall.



Ready-Cut Linoset No. 926
Fruit Design

Ready-Cut Linoset No. 934
Anchor Design

Ready-Cut Linoset No. 927
Cup and Saucer Design

Armstrong's Custom-Craft Ready-Cut Linosets make it possible to create custom-built floors at moderate cost.

Ready-Cut Linoset No. 925
Crossed Arrows Design

Ready-Cut Linoset No. 930
Peasant Flower Design

Ready-Cut Linoset No. 932
Fish Bowl Design

Cup and Saucer Design No. 927A
Square No. 23, Scalloped Edge No. 48, Band No. 30
Code Words: Heavy (⅛") Gauge...LSANK, Medium Gauge...LSAOJ, Standard Gauge...LSARG

Cup and Saucer Design No. 927B
Square No. 30, Scalloped Edge No. 23, Band No. 48
Gauges and Code Words—See 927A

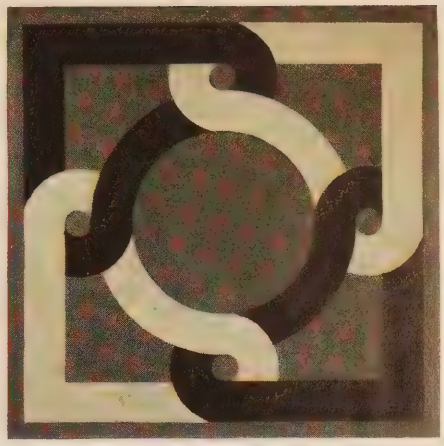
Cup and Saucer Design No. 927C
Square No. 48, Scalloped Edge No. 30, Band No. 23
Gauges and Code Words—See 927A

Chanticleer Design No. 937A
Field Colors Nos. 27, 23, and 41, Design Nos. 27, 41, and 48
Code Words: Heavy (⅛") Gauge...LSFAL, Medium Gauge...LSFBM, Standard Gauge...LSFCN

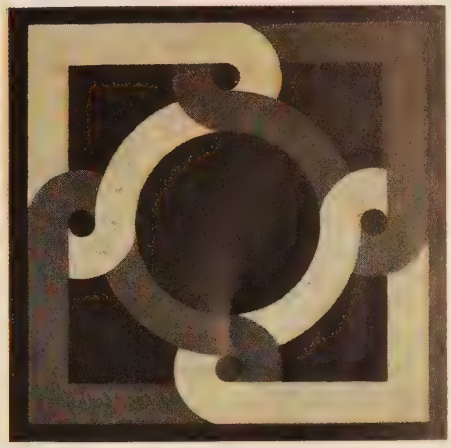
Chanticleer Design No. 937B
Field Colors Nos. 48, 41, and 27, Design Nos. 23, 27, and 48
Gauges and Code Words—See 937A

Chanticleer Design No. 937C
Field Colors Nos. 23, 27, and 48, Design Nos. 23, 41, and 48
Gauges and Code Words—See 937A

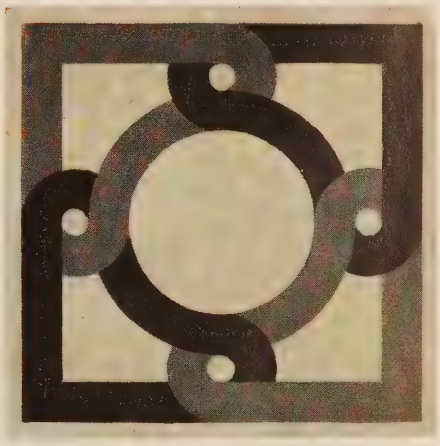
Chanticleer Design No. 937D
Field Colors Nos. 41, 48, and 23, Design Nos. 23, 27, and 41
Gauges and Code Words—See 937A



Classic Circle Design No. 931A
Field No. 22, Design Nos. 24 and 27
Code Words: Heavy (⅛") Gauge...LSBEZ, Medium Gauge...LSBIG, Standard Gauge...LSBUJ



Classic Circle Design No. 931B
Field No. 27, Design Nos. 22 and 24
Gauges and Code Words—See 931A



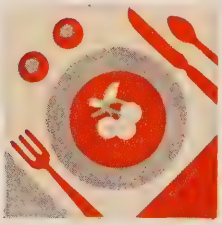
Classic Circle Design No. 931C
Field No. 24, Design Nos. 22 and 27
Gauges and Code Words—See 931A

Fruit Design No. 926A
Border No. 30, Field No. 33
Design Nos. 30, 33, 39, and 48
Code Words: Heavy (⅛") Gauge...LSAKY, Medium Gauge....LSALZ, Standard Gauge....LSAMD

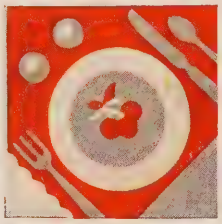
Fruit Design No. 926B
Border No. 33, Field No. 39
Design Nos. 30, 33, 39, and 48
Gauges and Code Words—See 926A

Fruit Design No. 926C
Border No. 39, Field No. 48
Design Nos. 30, 33, 39, and 48
Gauges and Code Words—See 926A

Breakfast Table Design No. 938A
Field No. 24, Design Nos. 23 and 39
Code Words: Heavy (⅛") Gauge...LSFDO, Medium Gauge...LSFEP, Standard Gauge...LSFFQ

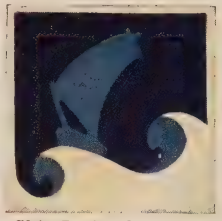


Breakfast Table Design No. 938B
Field No. 23, Design Nos. 24 and 39
Gauges and Code Words—See 938A

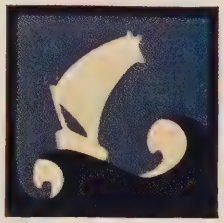


Breakfast Table Design No. 938C
Field No. 39, Design Nos. 23 and 24
Gauges and Code Words—See 938A

Fruit Design No. 926D
Border No. 48, Field No. 30
Design Nos. 30, 33, 39, and 48
Gauges and Code Words—See 926A



Ship Design No. 940A
Field No. 30, Design Nos. 23 and 43
Code Words: Heavy (⅛") Gauge...LSFJU, Medium Gauge...LSFKV, Standard Gauge...LSFLW



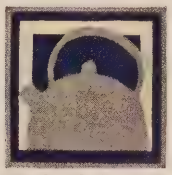
Ship Design No. 940B
Field No. 43, Design Nos. 23 and 30
Gauges and Code Words—See 940A

Ship Design No. 940C
Field No. 23, Design Nos. 30 and 43
Gauges and Code Words—See 940A

Sea Horses Design No. 941A
Field No. 23, Design Nos. 27 and 49
Code Words: Heavy (⅛") Gauge...LSFMX, Medium Gauge...LSFNY, Standard Gauge...LSGDA

Sea Horses Design No. 941B
Field No. 27, Design Nos. 23 and 49. Gauges and Code Words—See 941A

Sea Horses Design No. 941C
Field No. 49, Design Nos. 23 and 27. Gauges and Code Words—See 941A



Teakettle Design No. 942A
Field No. 29, Design Nos. 23 and 24
Code Words: Heavy (⅛") Gauge...LSGEW, Medium Gauge...LSGJI, Standard Gauge...LSGLT

Teakettle Design No. 942B
Field No. 24, Design Nos. 23 and 29. Gauges and Code Words—See 942A

Teakettle Design No. 942C
Field No. 23, Design Nos. 24 and 29. Gauges and Code Words—See 942A

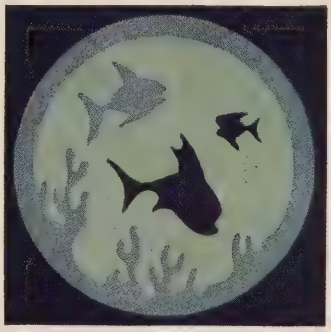
Crossed Arrows Design No. 925A
Field No. 25, Design Nos. 23, 27, and 45
Code Words: Heavy (⅛") Gauge... LSAFU, Medium Gauge...LSAGT, Standard Gauge...LSAIX

Crossed Arrows Design No. 925B
Field No. 27, Design Nos. 23, 25, and 45
Gauges and Code Words—See 925A

Crossed Arrows Design No. 925C
Field No. 23, Design Nos. 25, 27, and 45
Gauges and Code Words—See 925A

Fish Design No. 932A
Field No. 43, Design Nos. 30 and 38
Code Words: Heavy (⅛") Gauge... LSBYD, Medium Gauge...LSCAD, Standard Gauge...LSCEC

Fish Design No. 932B
Field No. 38, Design Nos. 30 and 43
Gauges and Code Words—See 932A



Fish Design No. 932C
Field No. 30, Design Nos. 38 and 43
Gauges and Code Words—See 932A

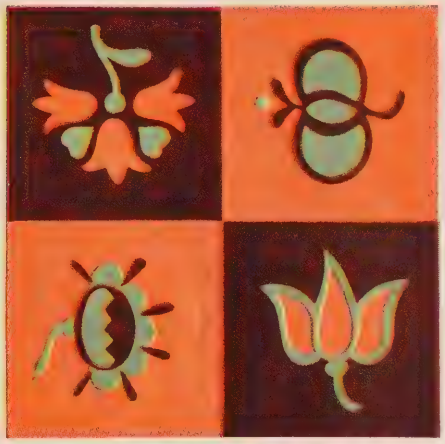
Crossed Arrows Design No. 925D
Field No. 45, Design Nos. 23, 25, and 27
Gauges and Code Words—See 925A

Anchor Design No. 934A
Field No. 30, Border No. 23, Design Nos. 28 and 23
Code Words: Heavy (⅛") Gauge...LSDAK, Medium Gauge...LSDID, Standard Gauge...LSDLA

Anchor Design No. 934B
Field No. 23, Border No. 28, Design Nos. 28 and 30
Gauges and Code Words—See 934A

Anchor Design No. 934C
Field No. 28, Border No. 30, Design Nos. 23 and 30
Gauges and Code Words—See 934A

Peasant Flower No. 930A
Background Nos. 38 and 46, Design Nos. 38, 46, and 49
Code Words: Heavy (⅛") Gauge...LSAYV, Medium Gauge...LSAZI, Standard Gauge...LSBAO



Peasant Flower No. 930B
Background Nos. 46 and 49, Design Nos. 38, 46, and 49
Gauges and Code Words—See 930A

Peasant Flower No. 930C
Background Nos. 38 and 49, Design Nos. 38, 46, and 49
Gauges and Code Words—See 930A

Tropical Fruit Design No. 939A
Field No. 25, Design Nos. 21, 48, and 33
Code Words: Heavy (⅛") Gauge... LSFGR, Medium Gauge... LSFHS, Standard Gauge...LSFIT

Tropical Fruit Design No. 939B
Field No. 48, Design Nos. 21, 25, and 33
Gauges and Code Words—See 939A

Tropical Fruit Design No. 939C
Field No. 33, Design Nos. 21, 25, and 48
Gauges and Code Words—See 939A

Tropical Fruit Design No. 939D
Field No. 21, Design Nos. 25, 33, and 48
Gauges and Code Words—See 939A

Compass Design No. 933A
Field No. 23, Design Nos. 23, 29, and 40
Code Words: Heavy (⅛") Gauge...LSCOV, Medium Gauge...LSCUS, Standard Gauge...LSCYX

Compass Design No. 933B
Field No. 29, Design Nos. 23, 29, and 40
Gauges and Code Words—See 933A

Compass Design No. 933C
Field No. 40, Design Nos. 23, 29, and 40
Gauges and Code Words—See 933A

CUSTOM-CRAFT DIES

SIMPLIFY CUTTING OF INDIVIDUALIZED LINOSETS

ARMSTRONG'S Custom-Craft Die Outfit, which includes dies that cut the ten shapes illustrated below, makes it possible for the linoleum mechanic of average ability to easily cut designs that formerly would have required highly skilled craftsmen.

Furthermore, once a merchant is equipped with a set of dies, he is prepared to create individualized floors to satisfy the needs of practically any type of customer. The ten design elements can be combined into thousands of interesting Linosets, as is suggested by the two handsome examples reproduced below.

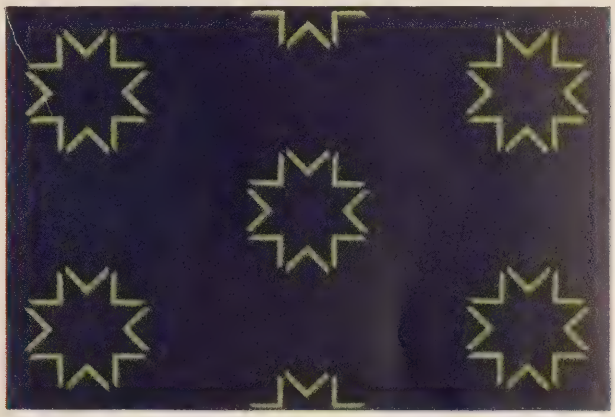
The dies are easy to use. Center lines are struck on the field; and, at the proper points, the dies are hammered into the goods. The insets also are die-cut.

The dies may also be employed for cutting borders, friezes, or other special designs in Linowall.

The complete outfit consists of ten dies, a pounding plate, and a hammer, packed in a strong maple chest.

TWO TYPICAL DESIGNS MADE WITH CUSTOM-CRAFT DIES

Above is an interesting design cut with the Disc and Petal Dies. It is appropriate for an entrance hall, dining-room, and many other areas. Colors are Nos. 23, 25, and 33.



Here is an unusual design obtained by using the Chevron Die. It is particularly appropriate for a long hall, powder room, or gift shop. Field is No. 30; insets are No. 44.

CUSTOM-CRAFT DIE DESIGN ELEMENTS

No. 9—Leaf No. 10—Petal No. 1—Left Scroll No. 2—Right Scroll No. 5—Rosette

No. 6—3″ Circle No. 3—3″ Star No. 8—Chevron No. 7—1½″ Circle No. 4—5″ Star

ARMSTRONG DECORATORS

PROVIDE A COMPLETE DECORATIVE SERVICE WITHOUT CHARGE

THE amazing versatility of linoleum as a medium of artistic decoration is growing yearly now that the cost of custom floors of linoleum has been lowered through the development of new tools and economical methods. Practically any design that can be put down on paper can be reproduced in a linoleum floor. Today, custom floors of linoleum are being installed not only throughout many homes, but also in stores and in public and commercial buildings of all kinds.

Meeting the constantly-growing demand for special floors is the job of Armstrong's Bureau of Interior Decoration, which is headed by Hazel Dell Brown, a nationally-known interior decorator. Under her expert direction, a staff of skilled decorators is kept busy creating special designs for thousands of persons who bring their problems to Armstrong. Members of this staff are thoroughly conversant with modern decorative trends and have a keen appreciation of the problems encountered in designing attractive floors for all types of installations. When special designs are needed for specific jobs, the services of this experienced group of talented people are at the disposal of Armstrong merchants without charge. During its twenty-one years of existence, this unique service has received and handled more than a half million requests for advice on decoration problems. The bulk of these inquiries has come from readers of Armstrong's national magazine advertisements which invited them to write to the Bureau for help in planning specific color schemes in relation to the use of linoleum floors. Other inquiries were received from merchants, architects, interior decorators, and builders.

COLOR SCHEME SERVICE

All inquiries received by the Bureau are handled by members of the staff personally. There is no "stock" service. One group is kept busy designing floors, another making up color schemes. When a request for a color scheme is received, the letter is carefully considered from every standpoint. First, a suitable type of linoleum floor is selected to fit the pocketbook and the type of house described. Walls, wood trim, draperies, upholstery fabrics, and rugs are then selected. Actual samples of curtain and drapery materials, wall paper, wood trim, upholstery, and fabric rugs are assembled in a complete harmonious color scheme. For many rooms, Armstrong's Linowall makes an ideal decorative wall covering, and for such rooms, color plates of Linowall are included. This complete color scheme and the recommendations of the decorator are mailed to

During the past twenty-one years, the staff of the Bureau of Interior Decoration has sent out letters in answer to more than a half million requests for decorating advice.

Preparing a layout of a special floor design. This special floor and wall service is used for the highly individualized type of linoleum installation and is offered without charge.

A typical Armstrong color scheme, including an Embossed linoleum floor, Pattern 6240, Pine Linowall, and wood trim, as well as curtain, drapery, upholstery, and rug fabrics.

Another color scheme centers around this floor of Embossed Pattern 6280, balanced with a handsome wall paper, orange curtain and drapery, and blue rug and upholstery.

the inquirer who is also informed of the names of the merchants in her locality from whom Armstrong's Linoleum and Linowall may be purchased.

SPECIAL FLOOR SERVICE

In the case of commercial and public buildings, where special custom treatment is desired for the floors, Armstrong's Bureau of Interior Decoration offers a different form of service. Working from blueprints of floor and wall plans furnished by the owner or architect through his Armstrong merchant, the decorator designs a complete custom-tailored floor for each particular room. These floor and wall plans are worked out to scale, and colored reproductions of the materials recommended are pasted in position. When completed, this layout is a miniature of the proposed floor or wall with all special border and Linoset work shown in actual color just as it will appear in the finished room.

While the use of Armstrong's Ready-Cut Linosets and Custom-Craft Dies by merchants selling the Armstrong Line meets the majority of requirements for something different from plain or pattern goods in linoleum floors, there are always a number of floors to be designed that must be given special consideration. Reproducing a well-known manufacturer's trademark in the showrooms of one of his distributors, or the coat of arms of an illustrious family in the foyer of their palatial home—placing a fraternity emblem in a lodge room floor—these are the types of jobs often referred to the Bureau of Interior Decoration, for frequently the emblem should be redesigned before it can be made effective in a linoleum floor. There are many examples, however, of very intricate designs that have been perfectly reproduced in linoleum.

Capturing the fundamental spirit or theme or hobby of the prospective floor purchaser and reflecting that idea in the floor or wall is another way in which this special service is of value. Typical recent installations of floors designed by Armstrong decorators include a floor in a maternity hospital showing a stork carrying a baby, a men's furnishings store with insets of hats and shirts in the floor, a nursery with Mother Goose characters as floor insets, a hospital floor showing the signs of the zodiac, a doctor's office floor inset with the symbol of Caduceus, and a game room with a shuffleboard and a race horse game laid out in the floor. Layouts of linoleum floors are often designed to make narrow showroom aisles look wider, or short stores to appear longer. Traffic lanes are built into custom-type linoleum floors in many stores to lead the customer to a particular department or display.

COMMERCIAL AND INSTITUTIONAL FLOORS

LEFT: *Even the floors are interesting and educational in this up-to-date kindergarten in a Holland Patent, N. Y. school, where huge letters of the alphabet are executed in several pleasing colors of Plain linoleum.*

BELOW: *Full advantage is taken of the many design possibilities of linoleum in this floor of the Jack and Jill Shop, Madison, Wis. The field is 025 Marbelle with oriental blue and coral Plain linoleum in the insets.*

BELOW: *Why not a "sporting" floor for this chic women's sport shop? Field is of No. 5531 Embossed Inlaid Linoleum with Linostrip of Coral No. 42 Plain and border of Black No. 27. Embossed patterns are ideal for high-class stores.*

ABOVE: *Extra-wide feature strips of No. 40 Ruby Linoleum form an effective design in this attractive but serviceable floor of No. 09 Marbelle in a men's shop. Note how the strips lead to displays.*

LEFT: *Tasteful appearance combines with tasty food in this colorful restaurant of the Oakland Dairy Company. The field is No. 14252 Medium Straight Line in white and silver gray with overlay tracery lines and accent blocks of black and scarlet.*

EMPLOY PATTERNS AND CUSTOM EFFECTS

RIGHT: *The homey atmosphere of this Martha Washington Candy Shop is emphasized by the Jaspé floor, which is laid so as to simulate antique colonial plank floors with pegs. Colors are No. 16, No. 17, and No. 46.*

BELOW: *In this sportswear shop, what could be more appropriate than this Linoset of horse and rider? The field is No. 08 Marbelle with the figures in Plain colors. Marbelle is practical and easy to keep clean.*

RIGHT: *Many progressive grocers are turning to linoleum as a trade-attracting and serviceable flooring for the modern type of food market. Here, in the Tuten Mart of Greenville, S. C., No. 09 Marbelle is used with Linostrips of Nos. 20 and 21 Plain Linoleum. Walls and ceiling are Armstrong's Temlok De Luxe.*

BELOW: *Coleman Sanatorium of Eastman, Ga., uses a clever stork-and-baby Linoset in the floor of its nursery. Field is No. 042 Monobelle with the Linostrips and the stork design in white.*

BELOW: *Rich simplicity is characteristic of this unique room of Wagar's Coffee Shop in Albany, N. Y., with its "three-level" effect in streamline Embossed Inlaid No. 6310. Soft red tones in the pattern lend warmth and cheerfulness.*

WHAT USERS SAY ABOUT LINOLEUM

Mrs. Martin L. Hampton, Sunset Island, Miami Beach, Florida, writes:

"I decided on Armstrong's Linoleum because I found such a beautiful range of colors. It is a joy to have our home completely equipped with linoleum floors. We have had many compliments on our floors."

Mrs. Katherine L. Frazer, Oxford, Ohio, writes:

"In planning the interior of my new home, I considered nothing but linoleum for my entire downstairs, because it lends itself so perfectly to modern treatment.

"I have been impressed with the ease in caring for these floors with Armstrong's Liquid Wax.

"There is the added satisfaction of sanitation which I have never experienced with other floor coverings. There are no longer any worries of permanent ruin when something is accidentally spilled."

W. C. Griffith, Indianapolis, Indiana, writes:

"We used Armstrong's Linoleum in four of the nine rooms in our country house. In addition, we also put it down in all hallways and baths. We used Armstrong's Linowall in two of the baths, and Mrs. Griffith is very much pleased with the entire installation.

"The attractive coloring and special inset add greatly to the individuality of the different rooms, and we have found that, from a practical standpoint, it is much easier to clean and more sanitary than any other kind of floor covering."

FOR EVERY ROOM IN THE HOUSE

Mrs. Viola M. Hunt, Rosemont, Pennsylvania, writes:

"In 1930, I built a house at Devon, Pennsylvania, in which I used Armstrong's Linoleum in all the rooms on the first floor.

"When I decided to build at Rosemont last year, it was a foregone conclusion that I would use Armstrong's Linoleum throughout the entire house.

"I have had experience with hardwood floors in other houses; and the linoleum is so much easier to take care of, so much quieter, and more resilient to walk on, that there is no comparison."

Mrs. J. B. Wallace, Cleveland, Ohio, writes:

"I am taking this opportunity to advise of our complete satisfaction in Armstrong's Linoleum and Rubber Tile recently installed in our home.

"We have either Armstrong's Linoleum or Rubber Tile in practically every room in the house, including the entire areas of two bathrooms, which makes them modern, colorful, and practical as well as spotlessly clean in appearance and very beautiful."

Mrs. Victor S. Sandrock, St. Louis County, Missouri, writes:

"When planning our new house, I noticed in the *House Beautiful* magazine a dining-room floor covered with Armstrong's Linoleum. I thought it beautiful in addition to being serviceable, so I consulted our architects and they highly recommended the use of your product.

"The completed floor is one of beauty, and I find that a floor of this kind in a dining-room is very desirable due to the ease with which it can be kept clean.

"We have received many compliments upon the design and color of the floor. I am very happy with it."

PLAN NEW COLOR SCHEMES WITH ARMSTRONG'S LINOWALL—THE FADE-PROOF AND WASHABLE LINOLEUM-LIKE WALL COVERING

Linowall is a washable, fade-proof wall covering made of Inlaid linoleum composition keyed to a flexible fabric. The facing of inlaid color is 1/20″ thick and is more durable than most tile and marble substitutes.

Linowall is resilient and does not chip or crack when bumped by furniture. It withstands moderate settling of walls without cracking or buckling. Sunlight does not fade it, and surface moisture does not injure it. Available in several types of graining, Linowall provides an attractive and practical material for use as a complete wall covering or as a wainscoting. In the illustration above, the walls are Armstrong's Linowall. The floor is Black Marbelle No. 021, with a No. 931C Ready-Cut Linoset and matching Linostrips.

LINOWALL ADDS COLOR TO MANY ROOMS

ABOVE: *Blue Linowall with black dots and feature strip forms an easy-to-clean wall in this breakfast nook. Note the floor design is repeated in the wall.*

ABOVE: *Here is effective use of No. 736 Walnut Linowall over the modern fireplace in this comfortable room. Unlike wood, Linowall never requires costly refinishing to keep it attractive. Dusting and a damp cloth keep it permanently fresh.*

RIGHT: *In this night club lounge, bands of No. 736 Walnut and No. 735 Pine Linowall form a modern wall treatment that leads the eye into the bar.*

BELOW: *Popular for bathrooms because its various textures and colors lend themselves to so many designs, Linowall here is used with No. 751 Blue as a wainscoting and with a tan tone of Linowall on the upper wall and on the ceiling.*

ABOVE: *Many powder rooms demonstrate that Linowall is both attractive and practical from the standpoint of easy and economical maintenance. In this one, No. 703 Linowall is used with bands of a lighter color.*

DESIGNS FOR LINOWALL

THESE EASY-TO-CREATE EFFECTS GIVE WALLS NEW CHARM

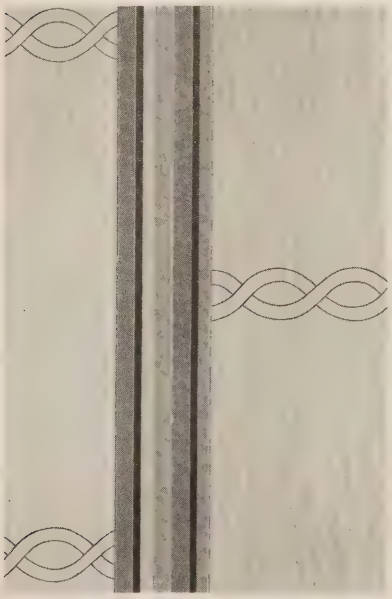
LINOWALL is more than an easily maintained, permanent wall covering. It is a new and versatile decorative medium that lends itself to almost every style of interior. Its design possibilities are limited only by the ingenuity of the architect or interior decorator who uses it.

Linowall can be inlaid or appliqued with glass, linoleum, wood, or metal. It can be combined with sandblasted or carved linoleum to produce relief effects. The resilient inlaid composition is readily worked with ordinary tools. Its flexibility permits it to be formed around inside or outside curves.

This page suggests only a few of the highly modern effects that can be produced at considerably less cost than the conventional types of wall decoration. Many other pleasing ideas for unusual decorative effects can be readily executed with Linowall. It harmonizes readily with many other interior finishes.

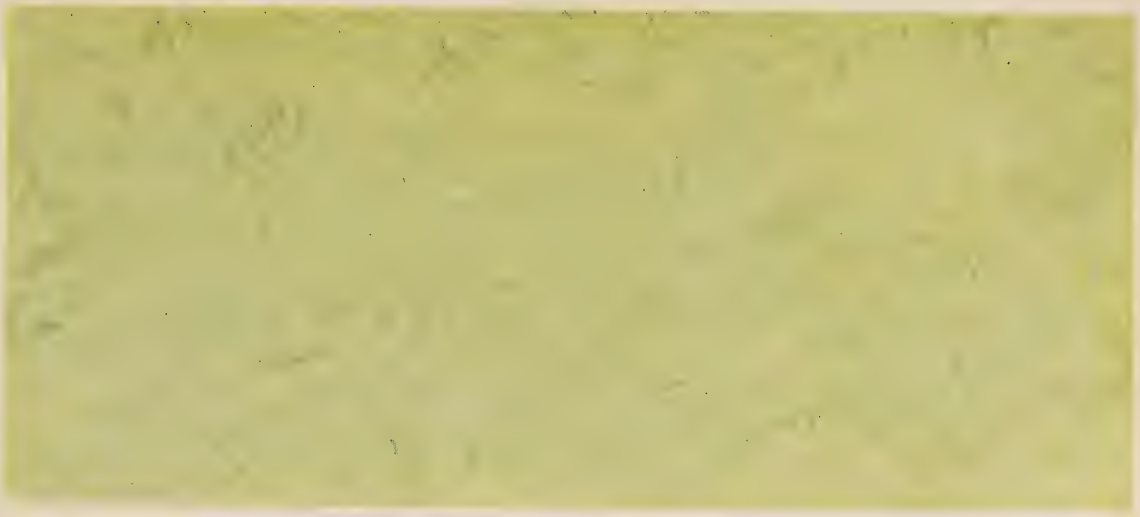
LEFT TOP—*Tones of gray and silver combined with unusual textures make this scheme outstanding. The frieze is a sandblasted design of No. 26 Silver Gray Linoleum in ⅛″ gauge. Horizontal borders are No. 22 Dark Gray Linostrips in ⅛″ gauge, 1½″ wide. The main area is gray Linowall, inlaid with 1½″ snap-on moldings in satin chrome finish. Other combinations of colors are equally effective.*

RIGHT TOP—*The relief figure is a factory-cut Linoset of ⅛″ gauge linoleum in No. 23 White, No. 27 Black, and No. 39 Chinese Red. The background is a soft tan Linowall. A low dado of No. 703 Black Marble Linowall is topped with a Linoleum Cap Strip of No. 39 Chinese Red (⅛″ gauge). Two ⅝″ beveled Linostrips of red and black linoleum heighten the relief effect.*



LEFT BOTTOM—*This gay scheme is No. 734 Canary Burled Linowall striped with ⅛″ gauge Linostrips blended in a blue-green shaded effect. Linostrips are (left to right): No. 38 Turquoise (1⅝″), No. 30 Midnight Blue (⅝″), No. 33 Chartreuse (1″), No. 44 Willow Green (1½″), No. 38 (1½″), No. 30 (⅝″), and No. 33 (1″). The scroll is toned with midnight blue.*

RIGHT BOTTOM—*A simple but highly effective type of decoration that will invest any interior with charm and style. The main wall area is No. 733 Mulberry Linowall. Stars of No. 38 Turquoise Blue Plain Linoleum in ⅛″ gauge are die-cut into the Linowall with Custom-Craft Dies at nominal cost. Scroll, leaf, petal, rosette, chevron, and circle dies may also be used.*



No. 700 Green Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWITZ, 2 yards...LWIUB

Also available in standard factory units:

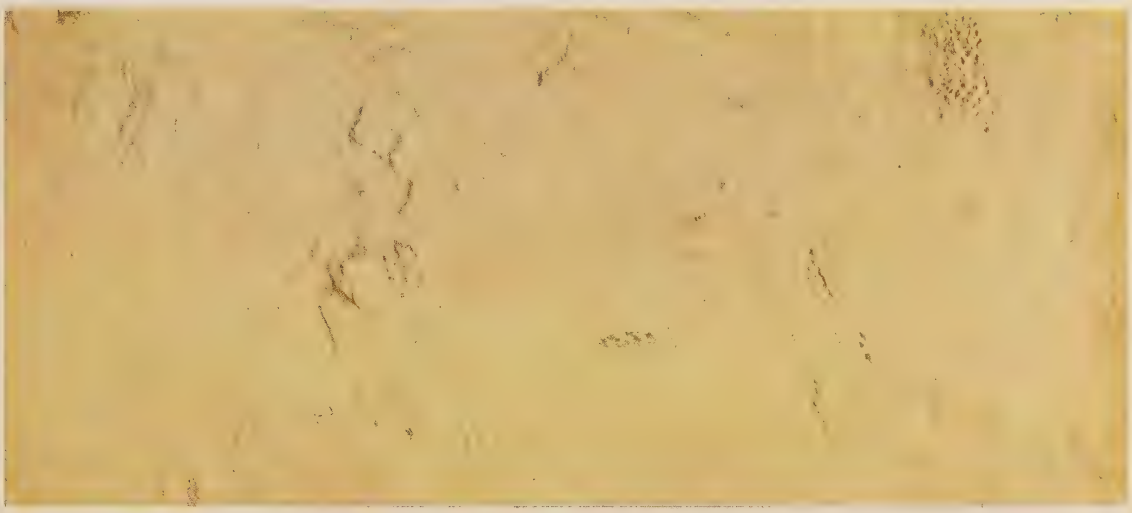
Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—This allover green marble pattern, because of its simplicity, will be found to have a wide application in both homes and business places. It may be used as a wainscoting, from dado to ceiling, or from floor to ceiling.

Suggested Color Scheme for Dining-room

Linoleum Field	No. 027	Trim	White
Border	No. 027	Curtain	Yellow, white, and black
Linostrips	Nos. 42, 48, and 23	Upholstery	White
Cove and Base	Flash, No. 027	Rug	Green

Use with Linoleum Patterns—21, 23, 24, 25, 27, 29, 30, 42, 44, 46, 47—03, 06, 08, 09, 018, 021, 025, 028, 030, 032, 033, 034, 035, 038—040, 041, 044, 045—246, 356, 660, 670, 671, 680, 681, 13020, 13022—14160, 14250, 14260, 14270, 14272, 14291, 14301—0286, 0356, 0367, 0368, 0376, 0397, 0408, 0416, 0418, 0425, 0426, 0612, 0680.



No. 702 Travertine Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWIXI, 2 yards...LWIYF

Also available in standard factory units:

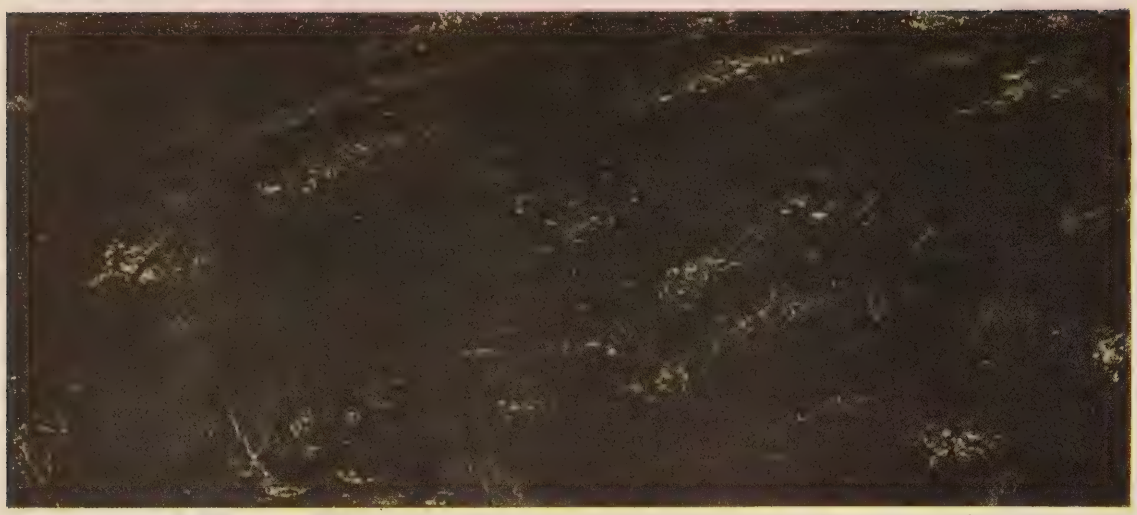
Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—Because of the close similarity of this pattern to real travertine marble, it has become highly popular as a wall covering in banks, offices, and similar buildings. However, it is also a favorite coloring for attractive residences.

Suggested Color Scheme for Hotel Lobby

Linoleum Field	No. 20	Trim	Ivory and brown
Linostrips	Nos. 46, 28, and 45	Curtain	Brown moire
Cove and Base	Flash, No. 20	Upholstery	Brown, gold, white
Upper Wall	Striped tan paper	Rug	Brown

Use with Linoleum Patterns—All Plains—19—01, 06, 013, 017, 021, 025, 026, 028, 030, 033, 034, 036, 037—040, 041, 042, 043, 044, 045, 046—246, 247, 356, 602, 660, 661, 670, 671, 681, 683, 13022—14253, 14260, 14270, 14272, 14290, 14291, 14300—0356, 0368, 0395, 0396, 0398, 0408, 0416, 0417, 0418, 0425, 0426, 0634.



No. 703 Black Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWVEN, 2 yards...LWVIP

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—This black marble coloring lends itself to use as a Linoset or Linostrip in patterns of lighter colors. It is also an excellent coloring for wainscoting or complete wall covering in bathrooms where colors other than white are desired.

Suggested Color Scheme for Showroom

Linoleum Field....No. 14292
Border.....No. 27
Linostrips.....Nos. 39 and 24
Cove and Base....Flash, No. 27
Trim.....Black enamel
Upper Wall.....No. 704
Curtain.....Black and red
Upholstery.....Red

Use with Linoleum Patterns—01, 03, 06, 013, 014, 015, 016, 017, 018, 021, 024, 025, 026, 028, 032, 034, 036, 038, 039—041, 043, 044—246, 247, 356, 602, 660, 670, 680, 681, 682, 13020, 13022—14252, 14260, 14271, 14292, 14300, 14301, 14302, 14303—0286, 0368, 0377, 0382, 0395, 0396, 0398, 0415, 0416, 0417, 0418, 0425, 0426.

No. 704 Ivory Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWOLG, 2 yards...LWONN

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—Widely useful either as a ground color or an accent color, Ivory Linowall lends itself to interesting uses in kitchens, bathrooms, restaurants, stores, and display rooms. The realistic marbling adds to its attractiveness.

Suggested Color Scheme for Dining-room

Linoleum Field.....No. 021
Linostrips...Nos. 43, 24, and 23
Cove and Base..Flash, No. 021
Trim.....Platinum
Upper Wall.....Classic paper
Curtain.....Gray satin
Upholstery...Same as draperies
Rug.....Gray

Use with Linoleum Patterns—All Plains, Marbelles—040, 041, 042, 043, 044, 045, 046—246, 247, 356, 602, 661, 670, 671, 680, 681, 682, 683, 13020—14011, 14252, 14253, 14271, 14272, 14290, 14292, 14300, 14301, 14302, 14303—0286, 0356, 0367, 0376, 0377, 0396, 0397, 0415, 0416, 0417, 0418, 0426, 0680, 0681.

ARMSTRONG'S

No. 705 Peach Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWOOB, 2 yards...LWOPH

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—This sunny pattern is ideal for brightening dark rooms, or for adding a touch of color to walls where more conservative colorings are employed. It is useful for powder rooms, baths, nurseries, and many other wall areas.

Suggested Color Scheme for Theatre Lobby

Linoleum Field.....No. 247
Border.....No. 27
Cove and Base...Flash, No. 27
Trim.....Black paint
Curtain.....Chintz in black, beige, peach, and green

Use with Linoleum Patterns—20, 24, 25, 26, 27, 28, 30, 37, 38, 43, 45, 46, 47, 49—03, 014, 018, 021, 025, 032, 035, 039—042, 044, 045, 046—246, 356, 670, 680, 13020—3281—0286, 0356, 0375, 0398, 0408, 0426, 0612.

No. 706 Tan Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWAUX, 2 yards...LWAVY

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—The delicate tan coloring of this pattern makes it adaptable for residential use where darker tan might not be appropriate. It is also excellent for wainscoting in public buildings and as a complete wall covering in offices.

Suggested Color Scheme for Foyer

Linoleum Field.....No. 045
Linostrips...Nos. 46, 28, and 20
Cove and Base....Brown Flash Type
Trim.....Ivory
Curtain.....Modern design in brown and white
Upholstery.....Beige

Use with Linoleum Patterns—20, 21, 25, 27, 28, 29, 30, 38, 39, 40, 41, 42, 44, 45, 46, 47, 49—01, 06, 08, 09, 017, 021, 025, 026, 028, 030, 033, 034, 036, 037—040, 041, 042, 043, 045—247, 602, 660, 661, 671, 681, 682, 683—14250, 14253, 14260, 14270, 14272, 14290, 14300, 14301, 14303—0286, 0356, 0367, 0368, 0375, 0376, 0382, 0395, 0396, 0398, 0408, 0415, 0416, 0417, 0418, 0425.

No. 707 Mother-of-Pearl Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWBMH, 2 yards...LWBOL

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—The delicate shading of this marbleized mother-of-pearl coloring will make it a ready favorite for walls in many rooms. It is particularly effective combined with one of the iridescent Marbelle floorings which it resembles.

Suggested Color Scheme for Bathroom

Linoleum Field	No. 035	Cove and Base	Wood painted cream
Border	No. 035	Curtain	Striped taffeta in cream, green, and coral
Linostrips	Nos. 49 and 44		
Trim	Cream		

Use with Linoleum Patterns—20, 21, 22, 23, 24, 25, 26, 27, 28, 37, 38, 42, 43, 44, 45, 46, 47, 49—03, 06, 08, 09, 018, 021, 030, 032, 034, 035—040, 041, 044, 045, 046—246, 356, 670, 680, 13020—14160, 14291—0286, 0375, 0376, 0377, 0396, 0397, 0426, 0680.

No. 708 Primrose Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWBPM, 2 yards...LWBSR

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—This primrose coloring is issued in answer to a strong demand for a pale yellow marbleized pattern. Its light but warm quality will make it popular for use in both close harmony and strong contrasting color combinations.

Suggested Color Scheme for Breakfast Room

Linoleum Field	No. 47	Cove and Base	Wood painted canary yellow
Border	No. 47	Curtain	Printed glazed chintz
Linostrips	Nos. 48 and 23	Trim	Canary yellow
Upper Wall	Deep sage green		

Use with Linoleum Patterns—All Plains—01, 06, 08, 013, 018, 021, 024, 025, 026, 030, 034, 036, 037, 038—040, 042, 043, 044, 045—246, 356, 602, 661, 671, 680, 683, 13020, 13022—14250, 14252, 14260, 14270, 14271, 14272, 14290, 14300, 14301, 14302, 14303—0286, 0356, 0367, 0368, 0375, 0377, 0382, 0396, 0398.

No. 731 Colonial Blue Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWAWY, 2 yards...LWANA

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—A blue pastel coloring in the smart new burl design. One of the reasons for the popularity of the soft burl type design is its newness, and the fact that it is not an imitation of any other kind of material.

Suggested Color Scheme for Powder Room

Linoleum Field.....No. 042
Linostrips...Nos. 30, 43, and 38
Cove and Base.....Wood
Trim.....Light green
Curtain..Floral oiled silk, white
Upholstery.....Turquoise

Use with Linoleum Patterns—24, 25, 27, 29, 30, 37, 43, 47—5, 6, 11, 12, 13, 14, 15, 16, 17—013, 018, 021, 025, 032, 039—042—6240, 6241, 6252, 6260, 6361, 6271, 6280, 6283—246, 356, 671, 13020—3281, 3401, 3402, 3410, 3412—14271, 14290, 14303—5352, 5580, 5590, 5591, 5601, 5602—0286, 0375, 0398, 0417, 0425.

No. 732 Dove Gray Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWAOR, 2 yards...LWAPS

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—There is a certain warmth to this coloring although it is enough of a neutral pattern to act as a background for the color scheme of a room. The design is the new burl treatment which adds to the softness of this pattern.

Suggested Color Scheme for Kitchen

Linoleum Field.....No. 6350
Border.....No. 27
Linostrips.....No. 26
Cove and Base...Flash, No. 27
Upper Wall.....Gray paint
Trim.....Gray, Chinese red
Curtain.....Printed muslin in red, gray, white, and green
Upholstery.....Red

Use with Linoleum Patterns—20, 21, 22, 24, 25, 26, 27, 29, 30, 33, 37, 38, 39, 40, 43, 47, 49—5, 6, 8, 11, 13, 14, 15,—01, 06, 08, 013, 014, 015, 016, 018, 021, 025, 032, 036, 038, 039—040, 042, 046—6240, 6260, 6271, 6284, 6290, 6291, 6310, 6320, 6361, 16003—246, 356, 602, 670, 680—3280, 3361, 3403, 3412—14271, 14291, 14302—5571, 5610, 5620, 5630—0376, 0377, 0382, 0417, 0425, 0426.

No. 733 Mulberry Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWAQT, 2 yards...LWARU

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—Really a light mulberry, this pastel coloring of the new burl design treatment will find a wide range of usefulness in entrance halls, powder rooms, and baths in fine homes as well as a wall covering in smart shops.

Suggested Color Scheme for Entrance Hall

Linoleum Field.....No. 47
Linostrips ..Nos. 37, 44, and 23
Trim. .....Orchid
Curtain.....Orchid celanese
Upholstery.....White
Rug.....Eggplant

Use with Linoleum Patterns—23, 24, 25, 26, 27, 30, 37, 38, 43, 45, 46, 47—5, 8, 14, 15—018, 021, 032—044, 046—6284—246, 356, 673, 13020—3403—14011, 14160.

No. 734 Canary Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWASV, 2 yards LWATW

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—A bright cheerful yellow coloring in the burl design, this pattern has a wide application of uses in both residences and smart stores and offices. In combination with other patterns, its possibilities are almost limitless.

Suggested Color Scheme for Office

Linoleum Field.....No. 033
Border.....No. 20
Linostrips.....No. 48
Cove and Base.....Flash Type, No. 20
Trim..Canary yellow and brown
Curtain.....Printed linen in yellow and brown
Upholstery.....Brown
Rug.....Brown

Use with Linoleum Patterns—21, 24, 26, 27, 29, 30, 33, 38, 42, 43, 46, 47, 48, 49—5, 6, 11, 15, 16, 17, 19, 011—013, 033, 034, 036, 038—040, 042, 043, 044, 045—6240, 6283, 6290, 6320, 6350—246, 356, 602, 680, 683, 13022—3280, 3281, 3390, 3391, 3392, 3402, 3403—14260, 14270, 14271, 14272, 14290, 14300—5491—0368, 0408.

No. 735 Pine Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWLOG, 2 yards...LWLUP

Also available in standard factory units:

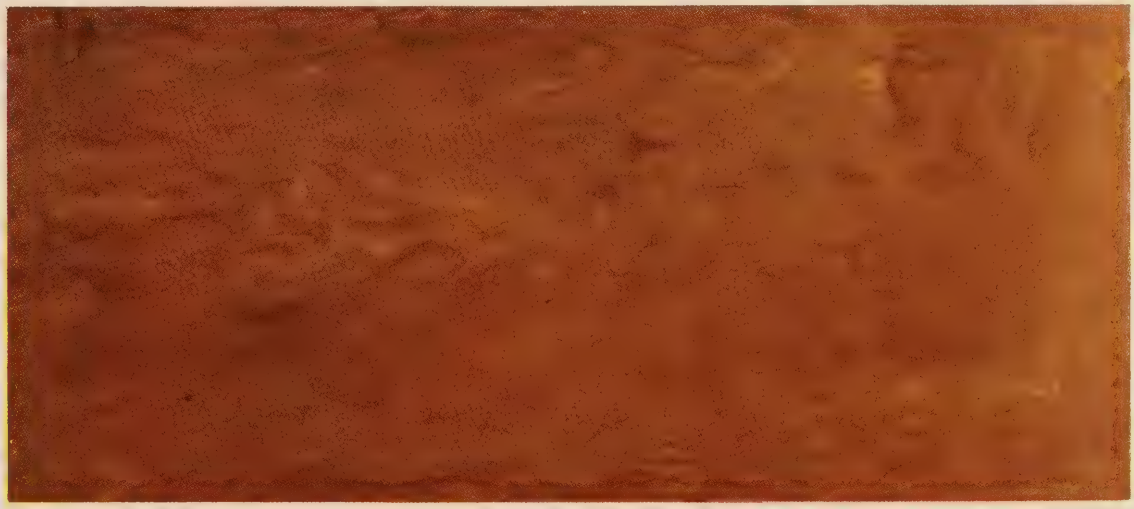
Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—This realistic wood effect has a wide variety of uses where a thoroughly modern wall covering resembling wood is desired. When used in combination with No. 736 Walnut Linowall, No. 735 Pine is especially attractive.

Suggested Color Scheme for Kitchen

Linoleum Field	No. 5600	Trim	Pine, red, green
Border	No. 46	Curtain	Voile embroidered in orange and brown
Linostrip	No. 41	Upholstery	Orange
Cove and Base	Wood		

Use with Linoleum Patterns—All Plains and Jaspés—6240, 6252, 6260, 6271, 6280, 6283, 6291, 6300, 6310, 6320, 6351, 6360, 6361, 6362, 16003—247, 602, 660, 661, 682, 683, 13022—3281, 3290, 3350, 3361, 3391, 3410—14300, 14301—5352, 5491, 5530, 5532, 5570, 5580, 5590, 5592, 5600, 5611, 5612, 5620, 5621, 5622, 5632.



No. 736 Walnut Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWLYV, 2 yards...LWMAB

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—At a distance of a few feet, it is practically impossible to tell whether this excellent rendering of walnut graining is real wood or a modern and more practical substitute. Here is an excellent pattern for dining-rooms.

Suggested Color Scheme for Bank

Linoleum Field	No. 6280	Trim	Walnut
Border	No. 46	Curtain	Beige and brown
Cove and Base	Wood	Upholstery	Brown

Use with Linoleum Patterns—20, 46—9, 10, 12, 16, 17, 19—09—041, 045—6240, 6252, 6260, 6280, 6291, 6300, 6310, 6320, 6351, 6360, 6362—682, 683, 13022—3280, 3281, 3290, 3350, 3361, 3390, 3391, 3392, 3402, 3410, 3411—14272, 14290, 14300.

No. 737 Parchment Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWOBP, 2 yards...LWOCQ

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—As a setting for the modern blonde furniture or for furniture in natural wood tones, this rich parchment effect is highly appropriate. The delicate burl graining relieves all suggestion of monotony in the neutral ground coloring.

Suggested Color Scheme for Kitchen

Linoleum Field.....No. 3402
Border.....No. 20
Linostrips.....Nos. 45 and 44
Cove and Base....Flash, No. 20
Trim..Ivory, green, and yellow
Curtain....Print in red, green, blue, yellow
Upholstery.....Green

Use with Linoleum Patterns—All Plains, Jaspés, Marbelles, Monobelles, Straight Lines—6252, 6260, 6271, 6280, 6283, 6284, 6290, 6291, 6300, 6310, 6320, 6350, 6351, 6360, 6361, 6362, 16003—3280, 3281, 3290, 3350, 3361, 3381, 3390, 3391, 3392, 3401, 3402, 3403, 3410, 3411, 3412—5460, 5491, 5530, 5532, 5561.

No. 738 Sage Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWODR, 2 yards...LWOES

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—The subdued tones of green in this burl pattern fill the need for a wall covering that is not "too green." The almost neutral coloring permits its use in rooms where green is not the dominant note of other furnishings.

Suggested Color Scheme for Powder Room

Linoleum Field.....No. 47
Linostrips.....Nos. 24 and 23
Cove and Base.....Wood
Upper Wall.....Sage, white
Trim.....Sage
Curtain.....White organdy
Upholstery.....White
Rug.....Gray

Use with Linoleum Patterns—All Plains—5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 19, 011—03, 06, 08, 018, 021, 025, 028, 032, 035—040, 044—6252, 6280, 6283, 6320, 6351, 6361, 16003—246, 356, 660, 680, 13020, 13022—3280, 3290, 3361, 3381, 3390, 3391, 3392, 3402, 3410, 3411, 3412—14011, 14160, 14272, 14291—5491, 5561, 5570, 5571, 5610, 5611, 5622—0368, 0396, 0397, 0415, 0416, 0425.

No. 750 Yellow Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWOFT, 2 yards...LWOGU

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—A bright cheerful shade of yellow that combines well with other patterns of both linoleum and Linowall. Additional design character is created by the embossed interliners which break the material into a tile formation.

Suggested Color Scheme for Kitchen

Linoleum Field.....No. 3401	Trim....Dark blue, yellow, and orange stripe
Border.....No. 29	Curtain....Blue net, white dots
Linostrips.....Nos. 41 and 48	Upholstery.....Yellow
Cove and Base...Flash, No. 29	

Use with Linoleum Patterns—20, 21, 22, 23, 24, 27, 29, 30, 38, 39, 40, 41, 42, 43, 44, 46, 47, 48—6240, 6241, 6280, 6350, 6351, 6360, 6361, 6362—3281, 3381, 3390, 3391, 3392, 3401, 3402, 3403, 3410, 3411, 3412—5460, 5530, 5531, 5532, 5561, 5570, 5571, 5580, 5590, 5591, 5592, 5600, 5601, 5602, 5610, 5611, 5612, 5630, 5632.

No. 751 Blue Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWOHV, 2 yards...LWOIW

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—Here is the blue pastel coloring in the embossed tile design which makes this pattern particularly suitable for wainscot installations. It combines well with many linoleum and Linowall patterns in many color schemes.

Suggested Color Scheme for Kitchen

Linoleum Field.....No. 5591	Upper Wall....Light blue paint
Border.....No. 30	Trim.....Light blue and taupe
Linostrips.....No. 45	Curtain.....Peach net
Cove and Base...Flash, No. 30	Upholstery.....Taupe

Use with Linoleum Patterns—20, 21, 25, 27, 29, 30, 38, 39, 40, 41, 42, 43, 44, 46, 47—6240, 6241, 6280, 6283, 6350, 6360, 6361—3281, 3401, 3410, 3411, 3412—5530, 5531, 5571, 5580, 5590, 5632.

No. 752 Ivory Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWOJX, 2 yards...LWOKY

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—The neutral coloring of this Linowall pattern makes it suitable for many uses. A single coloring with a tile effect in a pale ivory, this pattern has extra design effect created by the embossed interliners in the same coloring.

Suggested Color Scheme for Powder Room

Linowall	Full or Dado	Trim	White
Lincleum Field	No. 49	Upper Wall	Coral and white
Border	No. 49	Curtain	White organza with cellophane stripes
Linostrips	No. 23	Rug	White
Cove and Base	Flash, No. 49		

Use with Linoleum Patterns—20, 21, 22, 24, 25, 26, 27, 28, 29, 30, 33, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49—6240, 6241, 6280, 6283, 6284, 6290, 6291, 6350, 6351, 6360, 6361, 6362—3280, 3281, 3290, 3350, 3381, 3390, 3391, 3392, 3401, 3402, 3403, 3410, 3411, 3412—5460, 5530, 5531, 5532, 5561, 5570, 5571, 5580, 5590, 5591, 5600 5610, 5611, 5612, 5620, 5621, 5622, 5630, 5632.

No. 753 Green Linowall

(1 and 2 yards wide)

Code Words: 1 yard...LWOMA, 2 yards...LWORF

Also available in standard factory units:

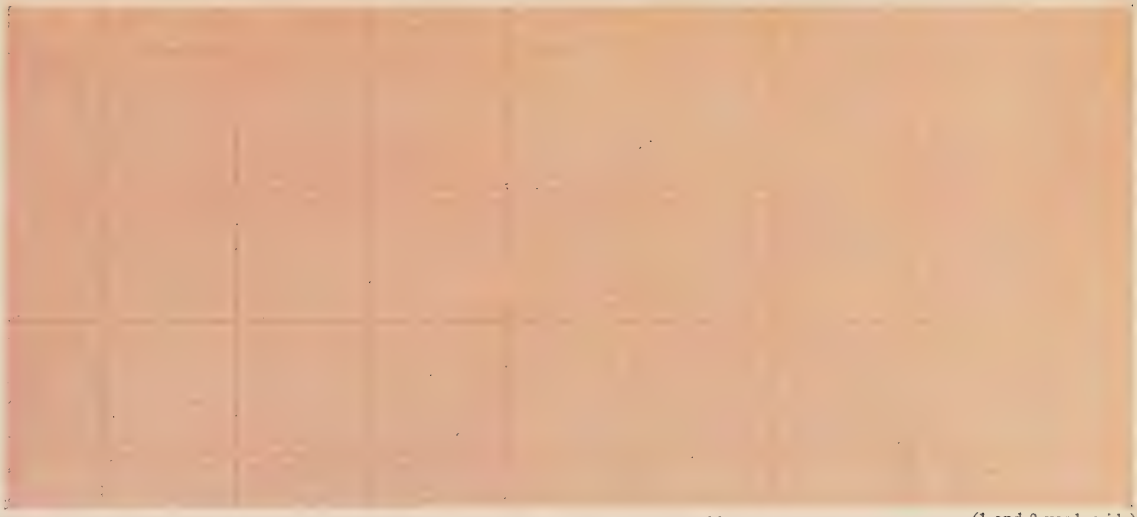
Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—This mottled green Linowall pattern has a tile design achieved by the embossed interliners in the same color which break up the plain material into four-inch squares. This extra design effect makes an ideal wainscot.

Suggested Color Scheme for Bathroom

Linoleum Field	No. 6241	Trim	Blue with green trim
Border	No. 43	Curtain	Blue, green organdy
Cove and Base	Flash, No. 43	Upholstery	Blue leather
Upper Wall	Blue and white	Rug	White

Use with Linoleum Patterns—20, 21, 25, 27, 28, 29, 30, 33, 39, 40, 41, 42, 43, 46, 47, 48—6240, 6241, 6280, 6290, 6350, 6351, 6360—3280, 3281, 3290, 3381, 3390, 3391, 3392, 3402, 3410, 3411, 3412—5460, 5530, 5531, 5532, 5561, 5570, 5571, 5580, 5590, 5592, 5610, 5611, 5622, 5632.



(1 and 2 yards wide)

No. 754 Rose Linowall

Code Words: 1 yard...LWOSG, 2 yards...LWOTH

Also available in standard factory units:

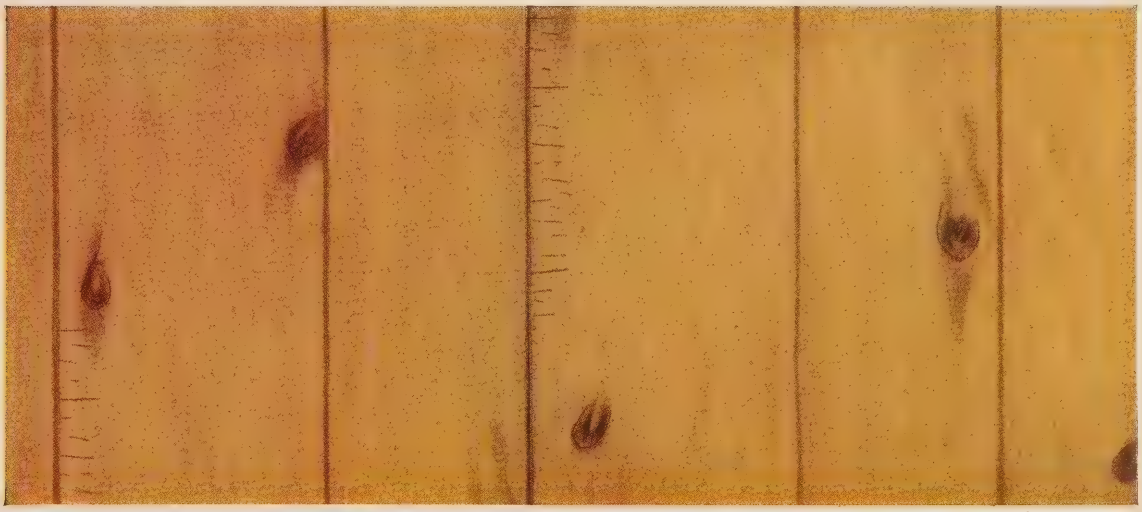
Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Full-size, 1-yd. width—3′ wide x 9′ high, 2 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)
Half-size, 1-yd. width—3′ wide x 4½′ high, 4 to a package (6 sq. yds.)

Design—A beautiful rose pastel shading of the popular embossed tile pattern. It combines well with many decorative schemes. While designed primarily for kitchens and baths, it may also be used in many commercial places.

Suggested Color Scheme for Bath

Linoleum Field	No. 6252	Cove and Base	Flash, No. 20
Border	No. 20	Trim	Pink and brown
Linostrips	No. 49	Curtain	Brown dotted voile

Use with Linoleum Patterns—22, 23, 24, 25, 26, 27, 29, 37, 38, 43, 46, 47, 49—6241, 6252, 6284—3281—5630.



(2 yards wide)

No. 900 Knotty Pine Linowall

Code Word: LWZAJ

Also available in standard factory units:

Full-size, 2-yd. width—6′ wide x 9′ high, 1 to a package (6 sq. yds.)
Half-size, 2-yd. width—6′ wide x 4½′ high, 2 to a package (6 sq. yds.)

Design—In this faithful reproduction of aged wood, there is no visible repetition of the design. Unlike wood, this material can be applied directly over plaster walls. Expensive finishing to produce the antique effect is unnecessary.

Suggested Color Scheme for Living-room

Linoleum Field	No. 6280	Trim	Pine
Border	No. 20	Curtain	Heavy printed rep
Cove and Base	Wood	Upholstery	Rust and brown
Upper Wall	White paint	Rug	Brown

Use with Linoleum Patterns—20, 21, 25, 27, 28, 29, 30, 39, 40, 42, 43, 46—9, 10, 11, 12, 16, 17, 19, 011—09, 017, 037—041, 043, 045—6240, 6252, 6260, 6271, 6280, 6283, 6291, 6310, 6320, 6351, 16003—13022—3280, 3281, 3290, 3350, 3361, 3391—5352—0634.

WHAT YOU SHOULD KNOW ABOUT THE PRODUCTS SHOWN IN THIS BOOK —YOU WILL FIND ARMSTRONG OFFERS MANY EXCLUSIVE FEATURES

THE quality of Armstrong's Linoleum, for which it is noted all over the world, is built into the goods not only by the grade of materials used and the painstaking care that is typical of every operation, but also by a large number of exclusive features that have been developed by Armstrong. Some of these are:

PLAIN AND JASPÉ

Smooth Surface—Because Armstrong uses finely ground cork, the surface of Armstrong's Linoleum is smooth. This characteristic is particularly noticeable in Plain and Jaspé linoleum.

Custom-Craft Dies—These ten dies—another exclusive Armstrong development—make it possible to create a wide variety of custom floors at low cost from various colors of Armstrong's Plain, Jaspé, Marbelle, and Monobelle Linoleum.

MARBELLES AND MONOBELLES

Superior Key Construction—By a special process which starts with a thin layer of Plain linoleum calendered to the burlap back, and is followed by the marbleized linoleum layer, a better bond is obtained that prevents the linoleum mix from coming loose from the burlap.

Subtle Graining—The marbling of Armstrong's Marbelle and Monobelle Linoleum is finer and more even, which is due to another Armstrong development.

STRAIGHT LINE INLAIDS

Extra Colors—Not only are the exclusive characteristics of Plains and Marbelles—smooth surface and superior key—found in Armstrong's Straight Line Inlaid—but also Armstrong's is the only line of rotary-type Inlaids in which as many as seven colors are used.

EMBOSSED INLAIDS

This entire grade of linoleum is produced by an exclusive Armstrong process protected by patents. Included in it are many unusual design effects, such as streamline and three-level embossing, shaded and marbleized inset blocks.

PRINTED LINOLEUM

A patented feature found in Armstrong's Printed Linoleum is the swirl or decoresq type of marbling.

LINOFLOR

Safety-Back—Marbelle, Inlaid, and Printed Linoflor have a special Safety-Back which permits cementing the goods direct to the floor and removing it later without damage to the subfloor. This is another exclusive Armstrong feature. See more complete description of Safety-Back under Felt-Base below.

Printed Linoflor is an entirely exclusive material, made with a mix not unlike that used for Printed linoleum, but calendered to a saturated felt back. The surface is printed with a heavy paint film.

FELT-BASE RUGS AND PIECE GOODS

Safety-Back—Latest exclusive development of Armstrong's Quaker Floor Covering is Safety-Back. This new backing makes it possible to paste felt-base floor covering direct to wood floors, and to be able to remove it later, simply, easily, and without damage to the subfloor. Despite its advantages of eliminated loose edges, overlapped seams, and an allover better job, pasting felt-base in the past has not been entirely satisfactory, because of the difficulty of removing it when the time came to change to another pattern. But with Safety-Back, Armstrong's Quaker Floor Covering entirely eliminates this problem and permits the material to be pasted down without fear of a tough removal job later. Safety-Back can be identified by its mottled red coloring.

Extra-wide Goods—Both Armstrong's Quaker and Standard Rugs and Floor Covering are now made in exclusive twelve-foot widths. This results in the better fitting of more rooms with felt-base rugs, and in seamless floors for a larger number of rooms.

Novelty and Picture Rugs and Piece Goods—All Armstrong patterns are distinctive but several are so different that they represent a class in themselves Included in this group are the Quaker Map, Play, and Chinaware Rugs, the Standard Vegetable Rugs, and the Quaker Chinaware Floor Covering patterns.

Mellow Tone Marbling—By an exclusive process, the marble effects in Armstrong's Quaker Line have a new realism, quite unlike ordinary marbling in felt-base.

Jaspé-like Patterns—Another new process was developed by Armstrong to obtain the effect of Jaspé linoleum in several Standard Floor Covering patterns.

Realistic Plank Floor Effects—The same process that produces the Jaspé effects described above is used to make plank floor patterns in Quaker Floor Covering.

MASTIC ARMOFLOR

Another exclusive item, Mastic Armoflor, is an entirely different basic flooring material. It is described on page 359.

LINOWALL

Several Distinctive Linowall Patterns—Knotty Pine, Walnut, Pine, soft burled pastel patterns, and embossed tile patterns—are exclusive Armstrong developments and are found in no other line of wall coverings.

WIDE ASSORTMENT OF GRADUATED COLORS IN PLAIN LINOLEUM ARE AN IMPORTANT AID TO THE PLANNING OF HARMONIOUS DESIGNS

WITH twenty-five carefully graduated colors available in Armstrong's Plain Linoleum, the designer of custom floors can readily achieve harmonious effects. The chart and text on page 36 illustrate and explain how these colors are blended so that tones of the same color look well together, and so that the corresponding tones of different colors combine pleasingly. The attractive effects that result are illustrated by the floor in the Baron Stiegel Room of the Hotel Brunswick, Lancaster, Pa., shown above. Here, the center panel of the field is of Chinese Red Plain linoleum. Next is a 27″ strip of Ruby with overlapping scallops of White and Coral. This strip is bordered with Chinese Red and Eggplant.

COLORS ARE GRADUATED

IN ARMSTRONG'S LINE OF PLAIN LINOLEUM

Above is illustrated the step-by-step gradation of tones in two colors selected from the Armstrong Line of Plain Linoleum. Notice how, in each color group, the tones progress in easy, pleasing stages from the darker to the lighter shades.

AMPLE proof that the colors in Armstrong's Line of Plain Linoleum are planned so that maximum color harmony is assured will be found in the Color Harmony Wheel illustrated above.

Each of the colors in this wheel is a Plain linoleum pattern. Starting with No. 23 White, notice how the line is toned through three gradations of gray to reach No. 27 Black. Again, observe how the blues blend imperceptibly into each other and into the various tones of green and No. 48 Yellow. Likewise, in the reds and browns, the color line is balanced for perfect harmony when custom floors are created either with tones of the same color or with widely assorted colors.

Another important feature, which is not so readily evident from the Color Wheel, is the fact that any given tone of any one color is such that it can be used

next to the corresponding tone of another color without producing an abrupt, "jumpy" effect in the finished floor. Today, with custom floor designs becoming increasingly complicated in coloring, this feature is one of real merit, especially where architects and decorators are concerned. It will also appeal to the discerning home-maker who has high standards of decoration.

PASTEL COLORS ADD INTEREST

A fact of special interest in this line of Plains is the generous assortment of the lighter and more decorative colors in the pastel tints. These colors not only contribute greatly to the interest of inset designs, but they also have wide appeal as field colors in rooms where the more modern styles of decoration are employed. For example, in restaurants, theatres, powder rooms, grills, clubs, and similar places where striking decorative treatments are commonly used, these colors are invaluable. They may also be used with pleasing effect where the delicate colors of Linowall are being installed on walls and wainscots.

SIMPLIFIES BORDER SELECTION

A still further advantage to be found in this gradation of the twenty-five Plain colors is that it greatly simplifies the selection of suitable borders and Linostrips. The pastel colorings again are valuable in this respect, since they are so close in tone to the lighter colors that appear so prominently in the current patterns of Marbelle, Monobelle, and Inlaid linoleum.

PLAINS ARE PRACTICAL

While the foregoing discussion has concentrated attention on the purely decorative aspects of Armstrong's Line of Plain Linoleum, it should not be forgotten that Plains are a thoroughly practical and serviceable flooring material—especially in the three Battleship gauges: 6 mm., $\frac{3}{16}$-inch, and Heavy. As in all other types of linoleum except Printed, the colors run through the full thickness of the resilient composition to the burlap back. As a result, scuffing feet and scraping furniture do not permanently mar the beauty of color for which these patterns are noted.

MAINTENANCE IS EASY

Additionally, from the standpoint of economical maintenance, Plains require no special treatment. Daily dusting, periodic waxing with Armstrong's Linogloss Wax, and occasional washing with Armstrong's Floor Cleaner keep these patterns fresh and attractive for years. Evidence that Plain linoleum is generally considered a serviceable and easily maintained floor is found in the fact that, for years, it has been specified for public buildings by architects.

No. 20 Brown

Code Words: 6mm. Gauge...OVOZI, $\frac{3}{16}$" Gauge...OVRIJ, $\frac{1}{8}$" Gauge...OBEIB, Medium Gauge...OVTAN, Standard Gauge...OVUTA. 2 yards wide only.

Suggested Color Scheme for Bathroom

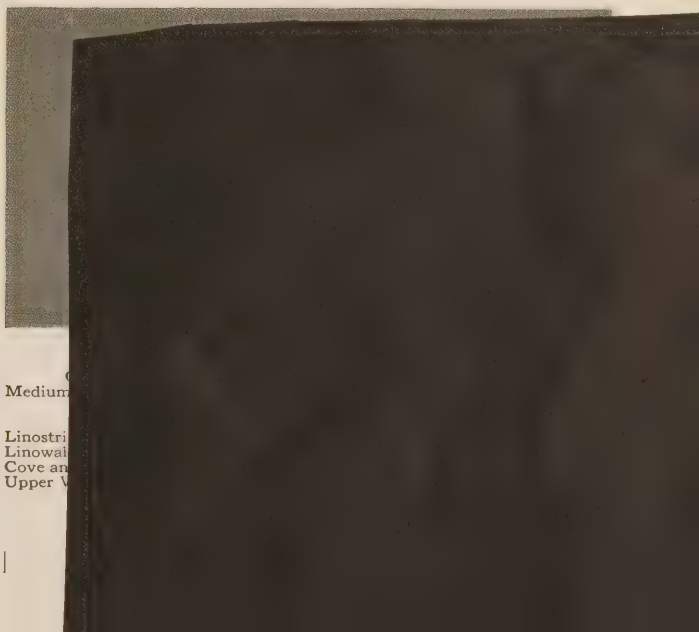
Border	No. 20	Upper Wall	Light pink paper with ivory and tan stars
Linostrips	Nos. 23 and 37		
Linowall, Full or Dado	No. 754	Trim	Ivory white, rose
Cove and Base	Flash Type, No. 20	Curtain	White checked organdy

No. 21 Evergreen

Code Words: $\frac{3}{16}$" Gauge...OVRUH, $\frac{1}{8}$" Gauge...OBELF, Medium Gauge...OVTHY, Standard Gauge...OVYAG. 2 yards wide only.

Suggested Color Scheme for Living-room

Linostrips	Nos. 24 and 23	Trim	White
Cove and Base	Wood	Curtain	Silver gray silk
Wall	Silver and white modern paper and white paint	Upholstery	Green, gray
		Rug	Green



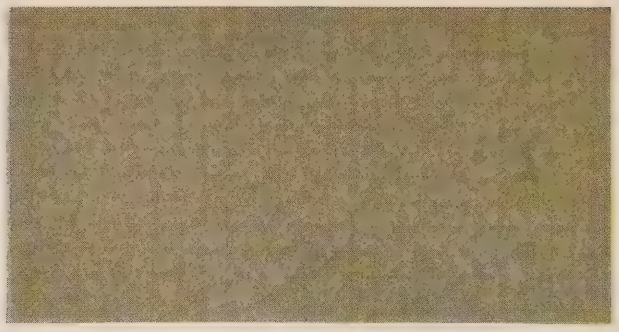
No. 23 White

Code Words: ⅛″ Gauge...OBODS, Medium Gauge...OBOFU, Standard Gauge...OVIEK. 2 yards wide only.

Suggested Color Scheme for Bathroom

Border.....No. 23
Linostrips.....Nos. 33, 42, and 44
Linowall, Full or Dado....No. 753
Cove and Base.....Flash Type, No. 23
Upper Wall..Green and white paper
Trim.....White—trim of green
Curtain.....Green organdy
Upholstery.....White
Rug.....Green string

Linoset—Custom-Craft Ready-Cut Linoset No. 929



No. 24 Pearl Gray

Code Words: ⅛″ Gauge...OSUNG, Medium Gauge...OSUOJ, Standard Gauge...OSURM. 2 yards wide only.

Suggested Color Scheme for Breakfast Room

Border.....No. 30
Linostrips.....Nos. 23 and 48
Linowall, Dado.....No. 732
Cove and Base.....Flash Type, No. 30
Upper Wall.....White and yellow striped paper
Trim.....French gray
Curtain.....Dark blue oiled silk
Upholstery.....Blue

Linoset—Custom-Craft Ready-Cut Linoset No. 927

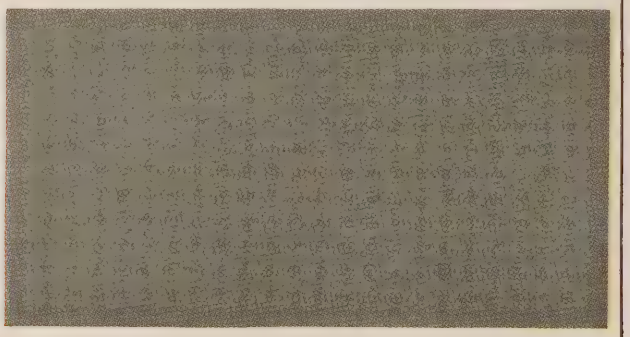
No. 25 Terra Cotta

Code Words: ⅜″ Gauge...OAVVAC, ⅛″ Gauge...OAVVEZ, Medium Gauge...OFKIT, Standard Gauge...OLFAX. 2 yards wide only.

Suggested Color Scheme for Airport Terminal

Border.....No. 25
Linostrips.....Nos. 29 and 23
Linowall, Full or Dado....No. 731
Cove and Base.....Flash Type, No. 25
Upper Wall.....Blue paint
Trim.....Ivory
Curtain.....Terra cotta heavy textured fabric
Upholstery.....Blue

Linoset—Custom-Craft Ready-Cut Linoset No. 933



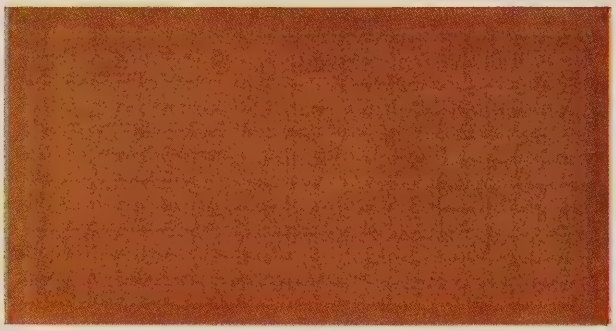
No. 26 Silver Gray

Code Words: ⅛″ Gauge...OWEAV, Medium Gauge...OWEEG, Standard Gauge...OLFDA. 2 yards wide only.

Suggested Color Scheme for Powder Room

Border.....No. 26
Linostrips.....Nos. 27 and 22
Linowall, Full or Dado.....No. 732
Cove and Base..Flash Type, No. 26
Trim.....Enameloid platinum
Upper Wall..Paper—modern design in pearl, steel-gray, ice-blue
Curtain.....Gray satin
Upholstery.....Gray satin or ice-blue Revolite

Linoset—Custom-Caft Ready-Cut Linoset No. 931



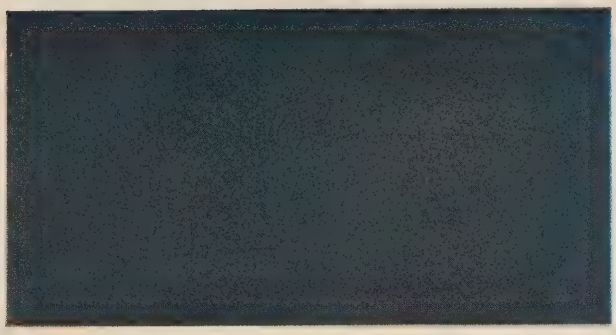
No. 28 Tan

Code Words: ⅛″ Gauge...OWEKU, Medium Gauge...OWFUR, Standard Gauge...OWUIS. 2 yards wide only.

Suggested Color Scheme for Dining-room

Linostrips.....Nos. 46 and 20
Cove and Base.....Flash Type, No. 28
Wall.....Deep emerald green
Trim.....Semi-lustre ivory white
Curtain.....Cotton damask in brown and beige
Upholstery.....Beige or green

Linoset—Custom-Caft Ready-Cut Linoset No. 936



No. 29 Cadet Blue

Code Words: ⅛″ Gauge...OWELC, Medium Gauge...OWFYG, Standard Gauge...OVIFE. 2 yards wide only.

Suggested Color Scheme for Bathroom

Border.....No. 30
Linostrips.....Nos. 38 and 43
Linowall, Full or Dado.....No. 751
Cove and Base. Flash Type, No. 30
Trim.....Light blue with turquoise trim
Curtain.....Turquoise organdy with white embroidery

Linoset—Custom-Craft Ready-Cut Linoset No. 932

No. 30 Midnight Blue

Code Words: ⅛″ Gauge...OSUSH, Medium Gauge...OSUTZ, Standard Gauge...OSUUV. 2 yards wide only.

Suggested Color Scheme for Sandwich Shop

Linostrips.....Nos. 33, 39, and 48
Linowall, Full or Dado.....No. 734
Cove and Base..Flash Type, No. 30
Trim.....Yellow and green
Upper Wall.....Chartreuse and gray-blue
Curtain...Flower-printed oiled silk
Upholstery.....Chartreuse

Linoset—Custom-Craft Ready-Cut Linoset No. 926

...OSUWE,
...2 yards wide only.

Suggested Color Scheme for Bedroom

Border.....No. 22
Linostrips.....Nos. 24 and 23
Wall.....Gray, chartreuse, and white paper
Trim.....Taupe
Curtain.....Fine net glass curtain and chartreuse satin drapery
Upholstery...White and chartreuse
Rug.....Gray

No. 37 Deep Rose

Code Words: ⅛″ Gauge...OSUYF, Medium Gauge...OSYAF, Standard Gauge...OSYBT. 2 yards wide only.

Suggested Color Scheme for Bedroom

Border.....No. 37
Linostrips.....No. 43
Wall.....White paper—rose and blue stripe
Upholstery.....Blue
Trim.....White with trim of rose
Curtain.....Blue and white celanese voile
Rug.....White

No. 38 Turquoise

Code Words: ⅛″ Gauge...OSYCH, Medium Gauge...OSYDA, Standard Gauge...OSYEW. 2 yards wide only.

Suggested Color Scheme for Powder Room in Theatre or Hotel

Border.....No. 29
Linostrips.....Nos. 43 and 24
Linowall, Full or Dado.....No. 704
Cove and Base..Flash Type, No. 29
Upper Wall...Tassel and cord paper
Trim.....Semi-lustre taupe
Curtain.....White celanese voile, blue draperies, turquoise border
Upholstery...Powder blue or white
Rug.....Powder blue

No. 39 Chinese Red

Code Words: ⅛″ Gauge...OSYGE, Medium Gauge...OSYIR, Standard Gauge...OSYMP. 2 yards wide only.

Suggested Color Scheme for Night Club

Border.....No. 39
Linostrips.....No. 27
Linowall, Dado.....No. 703
Cove and Base..Flash Type, No. 39
Trim.....Silver
Upper Wall...Red, black, and silver modern plaid paper
Curtain.....Gun metal Revolite
Upholstery....Black patent leather
Rug.....Silver gray

No. 40 Ruby

Code Words: ⅛″ Gauge...OBYFF, Medium Gauge...OBYJE, Standard Gauge...OLFEM. 2 yards wide only.

Suggested Color Scheme for Recreation Room

Border.....No. 40
Linostrip.....No. 23
Cove and Base.....Ivory wood
Trim.....Ivory
Wall....Red and white zebra paper
Curtain.....Off-white serge
Upholstery.....Off-white serge
Rug.....Off-white

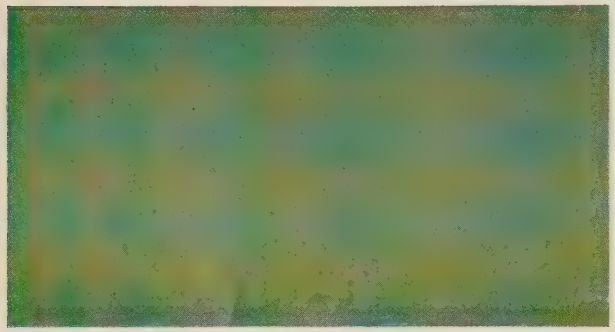
No. 41 Orange

Code Words: ⅛″ Gauge...OBYLG, Medium Gauge...OBYOB, Standard Gauge...OLFHO. 2 yards wide only.

Suggested Color Scheme for Breakfast Room

Border.....No. 41
Linostrips.....Nos. 25 and 48
Cove and Base..Flash Type, No. 41
Wall....Brown, orange, and yellow plaid paper
Trim.....Yellow to match paper
Curtain.....Red brown organdy
Upholstery.....Orange rough texture cloth

Linoset—Custom-Craft Ready-Cut Linoset No. 928



No. 42 Jade

Code Words: ⅛″ Gauge...OBYSP, Medium Gauge...OBYUX, Standard Gauge...OLFIJ. 2 yards wide only.

Suggested Color Scheme for Bedroom

Border.....No. 42
Linostrips.....Nos. 21 and 44
Cove and Base..Flash Type, No. 42
Wall.....Neutral ivory and tan checked paper
Trim.....Blue-green
Curtain.....Green and white lilac chintz
Upholstery.....White candlewick
Rug.....White and green hooked

Code Words: ⅛″ Gauge...[illegible] Standard Gauge...OWUHY. 2 yards wide only

Suggested Color Scheme for Bedroom

Border.....No. 47
Linostrips.....No. 47
Cove and Base..Flash Type, No. 47
Wall.....Light blue with eggplant and white flowers
Trim.....White
Curtain.....White celanese voile glass curtain and eggplant satin drapery
Upholstery.....Light blue and eggplant striped silk
Rug.....Eggplant

No. 44 Willow Green

Code Words: ⅛″ Gauge...OSYND, Medium Gauge...OSYOZ, Standard Gauge...OSYPS. 2 yards wide only.

Suggested Color Scheme for Bathroom

Border.....No. 44
Linostrips.....Nos. 27 and 23
Linowall, Dado.....No. 703
Cove and Base..Flash Type, No. 44
Upper Wall..Diagonal plaid and star paper in green, black, and white
Curtain.....White oiled silk
Rug.....Black and white chenille

No. 45 Fawn

Code Words: ⅛″ Gauge...OSYRN, Medium Gauge...OSYSM, Standard Gauge...OSYTI. 2 yards wide only.

Suggested Color Scheme for Bedroom

Border.....No. 43
Linostrips.....Nos. 37 and 23
Wall.....Flowered paper in rose, blue, and tan
Trim.....Taupe
Curtain.....Blue organdy
Upholstery.....Rose chintz
Rug.....Blue

ARMSTRONG'S PLAIN LINOLEUM

No. 46 Chocolate

Code Words: 5/16″ Gauge...OMPEX, 1/8″ Gauge...OCAEB, Medium Gauge...OCAIF, Standard Gauge...OLFOG. 2 yards wide only.

Suggested Color Scheme for Bedroom

Linostrips.....Nos. 28, 45, and 23
Cove and Base.....Wood
Wall.....Deep peach paper
Trim.....Deep peach
Curtain.....Flowered chintz in brown, peach, and beige
Upholstery.....Brown and beige
Rug.....Deep peach

No. 47 Eggplant

Code Words: 1/8″ Gauge...OCAMM, Medium Gauge...OCAPA, Standard Gauge...OWUEJ. 2 yards wide only.

Suggested Color Scheme for Dining-room

Linostrips.....Nos. 24 and 23
Cove and Base.....Wood
Wall.....Gray paint
Trim.....Gray
Curtain.....Cretonne in gray, white, lavender, and eggplant
Upholstery.....Gray
Rug.....Eggplant

No. 48 Canary Yellow

Code Words: 1/8″ Gauge...OFVID, Medium Gauge...OFVUZ, Standard Gauge...OWUAN. 2 yards wide only.

Suggested Color Scheme for Bathroom

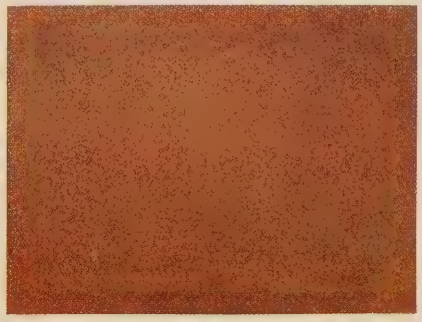
Linostrips.....Nos. 27 and 23
Linowall, Full or Dado.....No. 703
Cove and Base..Flash Type, No. 48
Upper Wall.....Yellow
Trim.....Yellow and black
Curtain.....Black, gray, white
Upholstery.....Black
Rug.....Black

Suggested Color Scheme for Hall

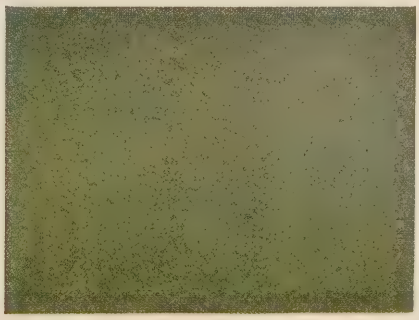
Border.....No. 49
Linostrips.....Nos. 42 and 23
Cove and Base..Wood painted white
Trim.....White
Wall...Pink, green, and gray paper
Curtain....White crinkled organdy
Upholstery.....White
Rug.....Green

ARMSTRONG'S CORK CARPET

Armstrong's Cork Carpet is used primarily where extra resilience and quiet are more important factors than the problem of maintenance. It is especially suitable for such places as churches, lodges, libraries, and dens in private homes, where traffic is neither constant nor excessive. It also provides an excellent flooring material for indoor tennis courts, gymnasiums, and running tracks, or for indoor ramps in schools and hospitals.



No. 31 Brown Cork Carpet—Unpolished
2 yards wide only. 1/4″ Gauge
Code Word: ODQUO



No. 32 Green Cork Carpet—Unpolished
2 yards wide only. 1/4″ Gauge
Code Word: ODREV

ARMSTRONG'S

DIRECTIONAL, TWO-TONE GRAINING OF JASPÉ LINOLEUM MEETS WIDE VARIETY OF DECORATIVE REQUIREMENTS

Armstrong's Jaspé Linoleum is adaptable to an almost unlimited variety of residential and business uses. As an allover floor, it provides generous but restrained use of any one of fifteen harmonious colors. Installing borders or feature strips with the graining at right angles to the field is an effective device, while alternating the direction of the graining of large squares of one color also results in a most attractive floor.

For custom-built floors, the carefully chosen and related color range offers a practically endless number of pleasing combinations for borders and feature strips, with contrasting tones either of Jaspé or of Plain patterns. Offices and stores find Jaspé practical, too, in its ability to conceal traffic marks and wear.

Six of the lighter colorings of Armstrong's Jaspé, particularly suitable for residential use, are now offered in standard gauge, making this type of flooring available in a lower price range than ever before.

The attic guest room shown above owes much of its effectiveness to the floor. The field of beige Jaspé is combined with Linostrips of coral, willow green, and turquoise Plain linoleum, giving a large-scale plaid design which is particularly suitable for the appealing Swedish peasant treatment of this hospitable room.

MANY UNUSUAL CUSTOM FLOOR EFFECTS ARE POSSIBLE WITH JASPÉ THAT ARE OBTAINABLE WITH NO OTHER FLOORING MATERIAL

IN addition to its use as one of the most popular allover solid color flooring materials, Jaspé is used in a wide variety of special floor effects. Most of these effects are obtainable only with Jaspé because of its characteristic two-tone graining. Some of these special Jaspé floor effects are described below:

BASKET-WEAVE DESIGN

One of the most popular Jaspé custom floors is the basket-weave design made by cutting Jaspé into square and oblong blocks. Either one or two colors may be used, but where two colors are used it is customary to cut the squares from the darker material. The square and oblong blocks are then alternated in the floor with the Jaspé graining of the oblong blocks running the long way of the room, and the graining of the square blocks at right angles.

MITRED FLOOR EFFECTS

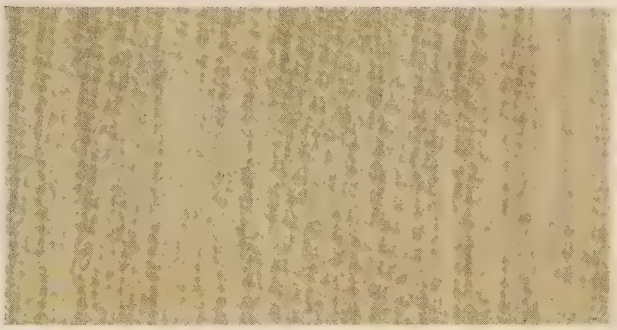
The mitre-joint effect is always pleasing with Jaspé. Sometimes entire rooms are floored with one large mitred square or oblong, with the diagonal seams running from corner to corner. There is considerable waste material from this design which usually can be worked off in another room. One way to use the mitre-joint design without waste is to use alternating mitre-joined squares. In one set of squares the graining of the four triangular pieces points toward the center; in the alternating blocks the graining forms a series of concentric squares.

EARLY AMERICAN PLANK FLOORS

One interesting Jaspé effect for colonial homes, tea rooms, taverns, and shops in the early American style, is the colonial plank floor. The "planks" are usually alternating strips—6, 9, and 12 inches wide—of Malay brown and autumn brown Jaspé separated by ¼-inch strips of chocolate Plain linoleum. The ends of the "planks" inset with dowels and butterfly wedges are placed between the "planks." These insets are also of chocolate Plain linoleum.

OTHER JASPÉ CUSTOM FLOORS

Another striking Jaspé effect is the herringbone pattern made by laying Jaspé strips on the diagonal with the strips alternating to give a feathered or herringbone effect. A more simple design is to use large squares of Jaspé with the graining of alternate squares running in opposite directions. A variation of this design is to inset Plain linoleum feature strips between the squares. Still another simple floor idea is obtained with borders or feature strips of Jaspé with the grain running the short way.

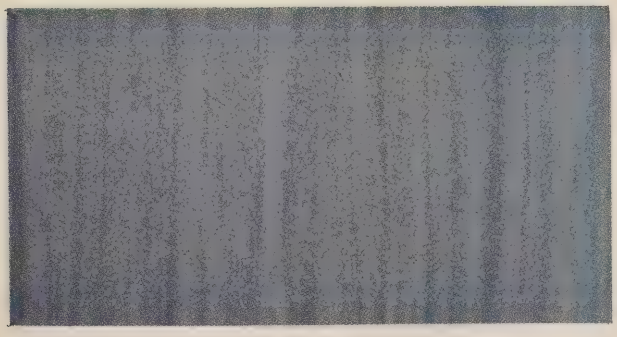


No. 5 Platinum Gray Jaspé

Code Words: ⅛″ Gauge . . . OJABI, Medium Gauge . . . OJADE, Standard Gauge . . . OJAEG. 2 yards wide only.

Suggested Color Scheme for Hall

Border	No. 25	Upper Wall	Chinese designed paper in gray and gold
Linostrip	No. 24	Curtain	Gold
Linowall, Full or Dado	No. 732	Upholstery	Gold
Cove and Base	Flash Type, No. 25	Rug	Gold
Trim	Platinum		

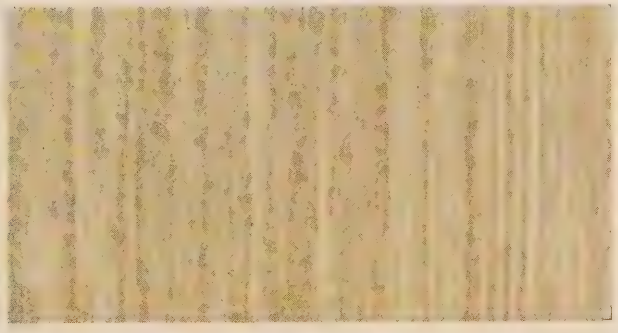


No. 6 Azure Blue Jaspé

Code Words: ⅛″ Gauge . . . OJAFO, Medium Gauge . . . OJAHU, Standard Gauge . . . OJAKA. 2 yards wide only.

Suggested Color Scheme for Bedroom

Linostrip	No. 25	Wall	Blue paper with terra cotta flowers
Cove and Base	Wood painted blue	Upholstery	Blue
Trim	Blue	Rug	Terra cotta
Curtain	Terra cotta moire		

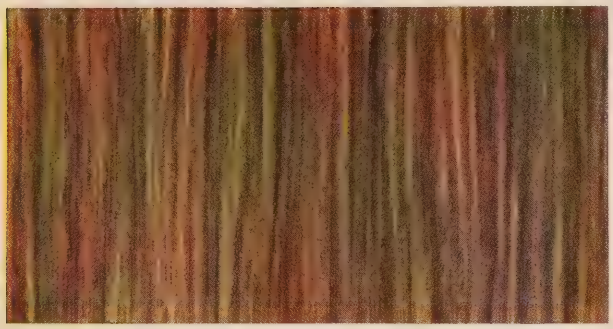


No. 7 Beige Jaspé

Code Words: ⅛″ Gauge . . . OGHAM, Medium Gauge . . . OGHEK, Standard Gauge . . . OJALO. 2 yards wide only.

Suggested Color Scheme for Modern Dining-room

Border	No. 7	Trim	Antiqued ivory
Linostrip	No. 39	Curtain	Chinese red silk
Cove and Base	Wood	Rug	Red
Wall	Chinese red and ivory paper	Upholstery	Ivory leather



No. 8 Teak Brown Jaspé

Code Words: ⅛″ Gauge...OSYWV, Medium Gauge...OSYXU.
2 yards wide only.

Suggested Color Scheme for Bedroom

Border.....No. 8
Linostrips.....No. 37
Cove and Base.....Wood
Wall.....Cream paper, flower design
Trim.....Cream
Curtain.....Cream net with embroidered dots
Upholstery.....Rose
Rug.....Blue

No. 9 Tan Jaspé

Code Words: ⅛″ Gauge...OSYUC, Medium Gauge...OSYVU,
Standard Gauge...OJANU. 2 yards wide only.

Suggested Color Scheme for Living-room

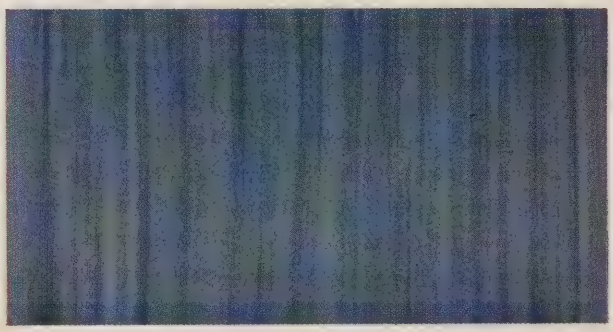
Linostrips.....Nos. 46 and 28
Cove and Base.....Wood
Wall.....Reddish brown rough paper
Trim...Taupe, Chinese red accent
Curtain.....Chintz in rose and beige flower design on brown
Upholstery..Brown, beige, or green
Rug.....Brown or beige

No. 10 Rust Jaspé

Code Words: ⅛″ Gauge...OWIZT, Medium Gauge...OWIUJ.
2 yards wide only.

Suggested Color Scheme for Hotel Dining-room

Border.....No. 46
Linostrips.....Nos. 20 and 41
Cove and Base..Flash Type, No. 46
Wall.....Paper of hunting scenes in brown and orange on gray
Upholstery.....Chinese red
Trim.....Cream gray with orange or Chinese red accent
Curtain.....Net glass curtain red bronze heavy rayon draperies
Rug.....Brown

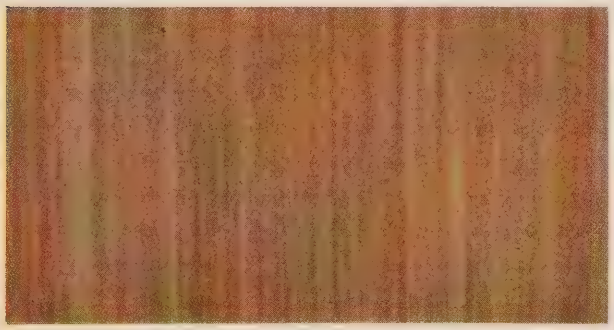


No. 11 Marine Blue Jaspé

Code Words: ⅛″ Gauge...OWISY, Medium Gauge...OWIRS.
2 yards wide only.

Suggested Color Scheme for Bedroom

Linostrip.....No. 23
Cove and Base.....Wood
Wall.....Powder blue
Trim.....White
Curtain.....Colorful chintz with blue predominating
Upholstery.....Blue, yellow
Rug.....Hooked



No. 12 Taupe Jaspé

Code Words: 3/16″ Gauge...OTAZA, ⅛″ Gauge...OTBAY,
Medium Gauge...OTBEH. 2 yards wide only.

Suggested Color Scheme for Radio Station

Linostrips.....Nos. 24, 20, and 45
Cove and Base.....Wood
Wall.....Paper—gray, blue, tan musical design
Trim.....Blue and tan
Curtain.....Tan velvet
Upholstery.....Tan, blue
Rug.....Brown

No. 13 Driftwood Gray Jaspé

Code Words: 3/16″ Gauge...OATABS, ⅛″ Gauge...OTAAL,
Medium Gauge...OTACT. 2 yards wide only.

Suggested Color Scheme for Nursery

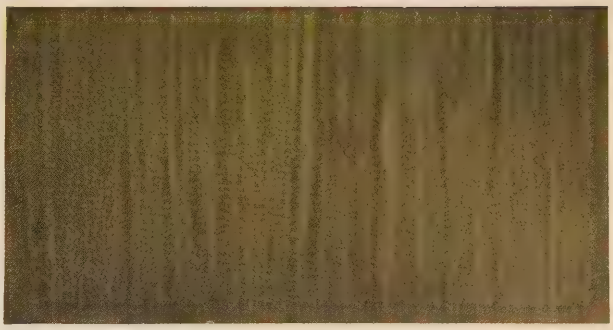
Linostrip.....No. 49
Wall.....Paper, in yellow, coral, gray
Trim.....Platinum
Curtain.....Yellow and coral chintz
Upholstery.....Coral
Rug.....Yellow

No. 14 Rose Taupe Jaspé

Code Words: ⅛″ Gauge...OBMEK, Medium Gauge...OBMUM. 2 yards wide only.

Suggested Color Scheme for Nursery

Border.....No. 47
Linostrips.....Nos. 43 and 23
Cove and Base..Flash Type, No. 47
Wall....Paper in nursery design of blue and peach. Ceiling, peach
Trim.....Rose tint
Curtain.....Peach organdy with white ball fringe
Upholstery.....White oilcloth
Rug.....Off-white, hooked



No. 15 Steel Gray Jaspé

Code Words: 3/16″ Gauge...OTADU, ⅛″ Gauge...OTAEN, Medium Gauge...OTAIP. 2 yards wide only.

Suggested Color Scheme for Boy's Bedroom

Border.....No. 27
Linostrips.....Nos. 39 and 26
Cove and Base..Flash Type, No. 27
Wall.....Paper, ship design in white, gray, black, and red
Trim...White, red, and black accent
Curtain.....Gray chintz with red binding
Upholstery....Black or red leather or heavy texture
Rug.....Scatter size in black, gray, and red

No. 16 Malay Brown Jaspé

Code Words: 3/16″ Gauge...OATACK, ⅛″ Gauge...OTAKS, Medium Gauge...OTALF, Standard Gauge...OJARA. 2 yards wide only.

Suggested Color Scheme for Bedroom

Linostrips.....Nos. 23 and 38
Cove and Base.....Wood
Wall.....Turquoise paper or paint
Trim.....Ivory
Upholstery.....Brown or white
Curtain.....White celanese voile glass curtain. Chintz drapery in turquoise, ivory white
Rug.....Figured to harmonize with colors of drapery

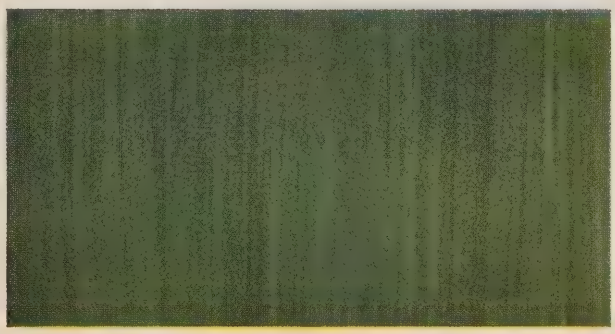
Linoset—Custom-Craft Ready-Cut Linoset No. 930

No. 17 Autumn Brown Jaspé

Code Words: 3/16″ Gauge...OTAMM, ⅛″ Gauge...OTAOX, Medium Gauge...OTAPO. 2 yards wide only.

Suggested Color Scheme for Office

Border.....No. 46
Linostrips.....Nos. 25 and 28
Linowall, Full or Dado....No. 900
Cove and Base..Wood to harmonize with Linowall
Trim...Knotty pine, orange accent
Upper Wall..Rough paper or plaster in cream gray
Curtain.....Blocked linen in brown, orange, yellow
Upholstery.....Brown or beige
Rug.....Brown

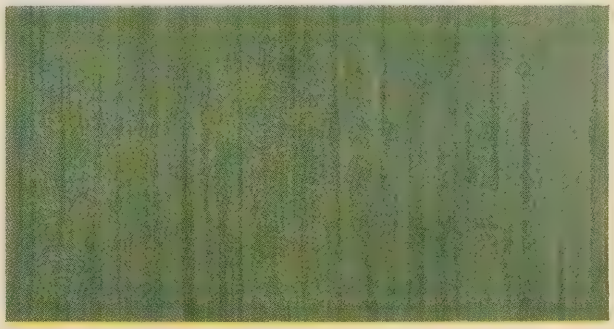


No. 19 Hunter Green Jaspé

Code Words: 3/16″ Gauge...OLTES, ⅛″ Gauge...OTAUZ, Medium Gauge...OTAWY. 2 yards wide only.

Suggested Color Scheme for Living-room

Border.....No. 21
Linostrip.....No. 42
Cove and Base.....Wood
Wall.....Paper in light tan monotone plaid
Trim..Ivory with jade green accent
Curtain.....Flowered chintz in multicolors on ivory
Upholstery.....Green and yellow
Rug.....Light green or tan



No. 011 Apple Green Jaspé

Code Words: ⅛″ Gauge...OFXOD, Medium Gauge...OFYLK, Standard Gauge...OJASH. 2 yards wide only.

Suggested Color Scheme for Boy's Bedroom

Border.....No. 42
Linostrips.....Nos. 23, 27, and 48
Cove and Base..Flash Type, No. 42
Wall.....Sports paper in green, yellow, and black
Trim..... White with accents of green, yellow, and black
Curtain.....Green fish net
Upholstery.....Yellow
Rug.....Green

MARBELLE PATTERNS INSET WITH LINOSTRIPS OR READY-CUT LINOSETS SIMPLIFY THE CREATION OF CUSTOM FLOORS AT MODERATE COST

Against the allover background of Marbelle, contrasting colors of Linostrips or Linosets show up to particularly good advantage, as is evident from this picture of Grauel's Market in Baltimore. Furthermore, because Marbelle linoleum can be installed quickly, with practically no matching required, it is an extremely economical material to use.

Marbelle is a practical and beautiful flooring that is always in good taste. It brings dignity and style to commercial establishments as well as to private homes and public buildings. The marbleized graining and shaded colorings give allover floors a feeling of unusual depth. The carefully harmonized color range available in the Marbelle line permits the selection of a suitable pattern for practically any color scheme.

For areas where foot traffic is heavy, as in stores, office buildings, and institutions, Marbelle is an ideal flooring because it is easy and economical to preserve its freshness and beauty. The marbling tends to conceal tracked-in dust, thus keeping the floors attractive.

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 01 Marbelle

Code Words: Heavy (1/8") Gauge...MASYC, Medium Gauge...MATAJ, Standard Gauge...MAIDA

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, laboratories, tea rooms, coffee shops.

Suggested Color Scheme for Dining-room

Border	No. 27	Trim	Black
Cove and Base	Flash Type, No. 27	Upholstery	Gold
Wall	Painted buff	Curtain	Glazed chintz black with gold Chinese design
Linowall, Dado	No. 703		

Suggested Color Scheme for Office

Border	No. 25	Linowall, Full or Dado	No. 737
Linostrips	No. 23	Trim	Terra cotta
Cove and Base	Flash Type, No. 25	Rug	Terra cotta
Upper Wall	Painted ivory	Curtain	Terra cotta damask

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 03 Marbelle

Code Words: Heavy (1/8″) Gauge...MAAWALT, Medium Gauge...MABYM, Standard Gauge...MABON

Where to Use—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, banks, night clubs, restaurants, hospitals, hotel and apartment lobbies, barber shops, tourist cabins, dining-rooms, offices, showrooms, laundries.

Suggested Color Scheme for Bathroom

Linostrips.....Nos. 42, 23, and 33
Linowall, Full or Dado....No. 734
Cove and Base..Flash Type, No. 03
Upper Wall.....Turquoise paint
Trim.....Canary yellow
Curtain.....Yellow organdy
Upholstery.....Black
Rug.....Turquoise

Suggested Color Scheme for Kitchen

Border.....No. 27
Linostrips.....No. 39
Linowall, Dado.....No. 703
Cove and Base..Flash Type, No. 27
Upper Wall.....Chartreuse paint
Trim.....Chartreuse and black
Curtain.....White embroidered organdy

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 06 Marbelle

Code Words: Heavy (1/8″) Gauge...MACIX, Medium Gauge...MAESY, Standard Gauge...MATUV

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, banks.

Suggested Color Scheme for Sun Porch

Border.....No. 21
Linostrip.....No. 23
Linowall, Full or Dado....No. 738
Cove and Base..Flash Type, No. 21
Trim.....Ivory
Upper Wall.....Painted cactus green
Curtain.....Ivory dotted damask
Upholstery.....Dull green
Rug.....Ivory

Suggested Color Scheme for Dining-room

Linostrips.....Nos. 29, 42, and 43
Cove and Base..Flash Type, No. 06
Wall..Blue and green scenic paper, light taupe or white ground
Upholstery...White, heavy texture
Trim.....Mixture of one part taupe, two parts white
Curtain.....Changeable blue and green taffeta
Rug.....Jade green

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 08 Marbelle

Code Words: Heavy (1/8") Gauge...MATDA, Medium Gauge...MATGE, Standard Gauge...MAYNY

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres.

Suggested Color Scheme for Sun Porch

Linostrips.....Nos. 45, 23, and 42
Linowall, Full or Dado.....No. 700
Cove and Base..Flash Type, No. 08
Upper Wall.....Painted fawn
Trim.....Taupe, green accent
Curtain.....Printed linen, green and fawn on natural ground
Upholstery.....Green or fawn
Rug.....Natural colored, modern hooked

Suggested Color Scheme for Breakfast Room

Border.....No. 42
Linostrip.....No. 48
Linowall, Full or Dado.....No. 734
Cove and Base..Flash Type, No. 42
Trim.....White
Upper Wall..Paper—white and gray design on yellow ground
Curtain.....White organdy
Upholstery.....White leather
Rug.....Green or white

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 09 Marbelle

Code Words: 3/16″ Gauge...MAONU, Heavy (1/8″) Gauge...MATEW, Medium Gauge...MATIR, Standard Gauge...MAYOD

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres, coffee shops.

Suggested Color Scheme for Office

Border.....No. 46
Linostrips.....Nos. 20 and 45
Linowall, Full or Dado.....No. 702
Cove and Base..Flash Type, No. 46
Upper Wall.....Painted bright sage and taupe
Trim.....Ivory
Curtain.....Damask in ivory and brown
Upholstery.....Brown or green leather
Rug.....Brown

Suggested Color Scheme for Breakfast Room or Dining-room

Linostrips.....Nos. 47 and 45
Linowall, Full or Dado.....No. 706
Cove and Base.....Flash Type, No. 09
Upper Wall..Paper—design in fawn on deep rose ground
Trim.....Old ivory
Curtain.....Organdy in natural color
Upholstery.....Deep rose fabric or leather
Rug.....Deep rose

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 013 Marbelle

Code Words: Heavy (1/8") Gauge...MAGAW, Medium Gauge...MAGBI, Standard Gauge...MAGCO

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres, banks, showrooms, churches, cocktail lounges, powder rooms.

Suggested Color Scheme for Cocktail Lounge

Border.....No. 27
Linostrips.....Nos. 29 and 23
Cove and Base..Flash Type, No. 27
Trim.....White with black accent
Rug.....Black
Wall.....Silver satin-striped paper
Curtain.....Blocked linen in slate blue and white
Upholstery.....Black

Suggested Color Scheme for Powder Room

Border.....No. 013
Linostrips.....Nos. 27, 013, and 29
Linowall, Dado.....No. 703
Cove and Base..Flash Type, No. 013
Rug.....Black fur
Upper Wall Chinese design in black and blue on silver
Trim.....Black, blue accent
Upholstery.....Silver
Curtain.....Blue satin

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 014 Marbelle

Code Words: Heavy (1/8") Gauge...MAGDE, Medium Gauge...MAGEL, Standard Gauge...MAGFA

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, exhibits, hotel and apartment lobbies, churches, airport terminals, theatres, steamship lounges.

Suggested Color Scheme for Dining-room

Border.....No. 27
Linostrips.....Nos. 26 and 23
Cove and Base..Flash Type, No. 27
Trim.....Cream gray
Upholstery....Cream gray or white
Wall.....Classic paper in taupe, gray, and white
Curtain....Glass—net; draperies—taupe satin
Upholstery....Cream gray or white

Suggested Color Scheme for Ship's Lounge

Border.....No. 27
Linostrips.....Nos. 39 and 24
Linowall, Dado.....No. 703
Cove and Base..Flash Type, No. 27
Upper Wall....Painted cream gray
Trim...Cream gray, red, and black
Curtain...Rayon satin with modern ball fringe in black, red, and white
Upholstery.....Red or white
Rug.....Red

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 015 Marbelle

Code Words: Heavy (1/8") Gauge...MAGHY, Medium Gauge...MAGIK, Standard Gauge...MAGLN

Where to Use—Kitchens, bathrooms, entrance halls, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, night clubs, restaurants, radio stations, clubhouses, exhibits, hotel and apartment lobbies, barber shops, theatres, sun porches.

Suggested Color Scheme for Breakfast Room

Border.....No. 39
Linostrip.....No. 23
Cove and Base..Flash Type, No. 39
Upper Wall.....Paper—white with red dots
Linowall, Full or Dado....No. 704
Trim.....White
Curtain.....White chintz with red border
Upholstery.....White

Suggested Color Scheme for Office

Border.....No. 27
Linostrip.....No. 27
Cove and Base..Flash Type, No. 27
Upper Wall.....Plaster in ivory
Linowall, Full or Dado....No. 737
Trim.....Ivory—black trim
Curtain.....Black with red stripe
Upholstery.....Black leather
Rug.....Black

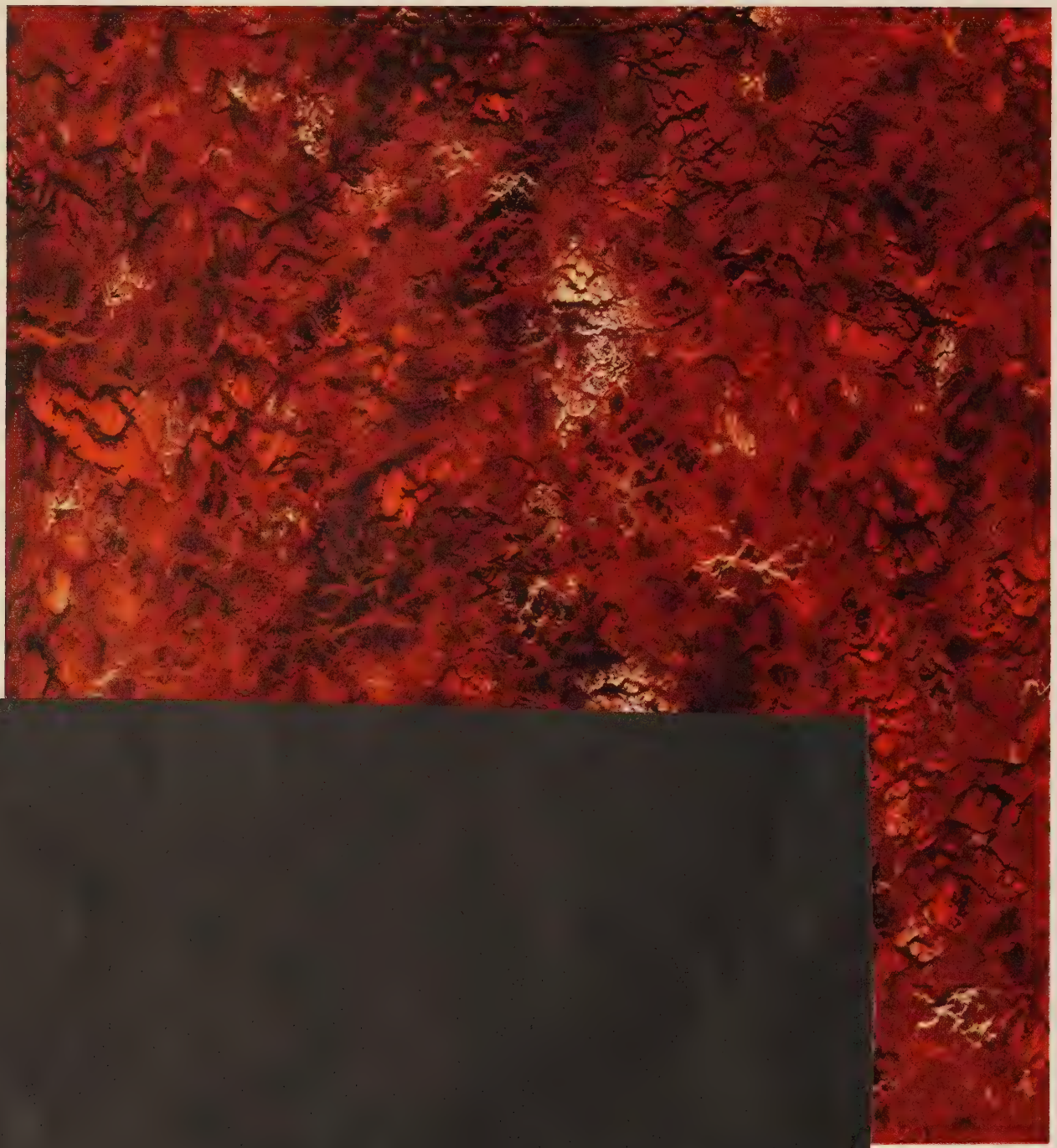
(Plate shows approx. 1/4 s

Code Words: Heavy (1/8") Gauge...

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night

Suggested Color Scheme for Breakfast Room

Border	No. 27	Upper Wall	Straw inlay paper in crimson
Linostrip	No. 39	Curtain	Flowered organdy in white and red
Linowall, Full or Dado	No. 704	Upholstery	Red or black
Cove and Base	Flash Type, No. 27		
Trim	White		



(2 yards wide only)

...dard Gauge...MAIRC, Standard Gauge...MAUDO

parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals.

Suggested Color Scheme for Office

Border	No. 25	Trim	Black
Linostrip	No. 27	Curtain	Chinese designed chintz on black ground
Linowall, Dado	No. 703		
Linowall to Ceiling	No. 702	Upholstery	Terra cotta
Cove and Base	Flash Type, No. 25	Rug	Terra cotta

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 018 Marbelle

Code Words: 3/16″ Gauge...MAOHS, Heavy (1/8″) Gauge...MAHFE, Medium Gauge...MAHGI, Standard Gauge...MABUT

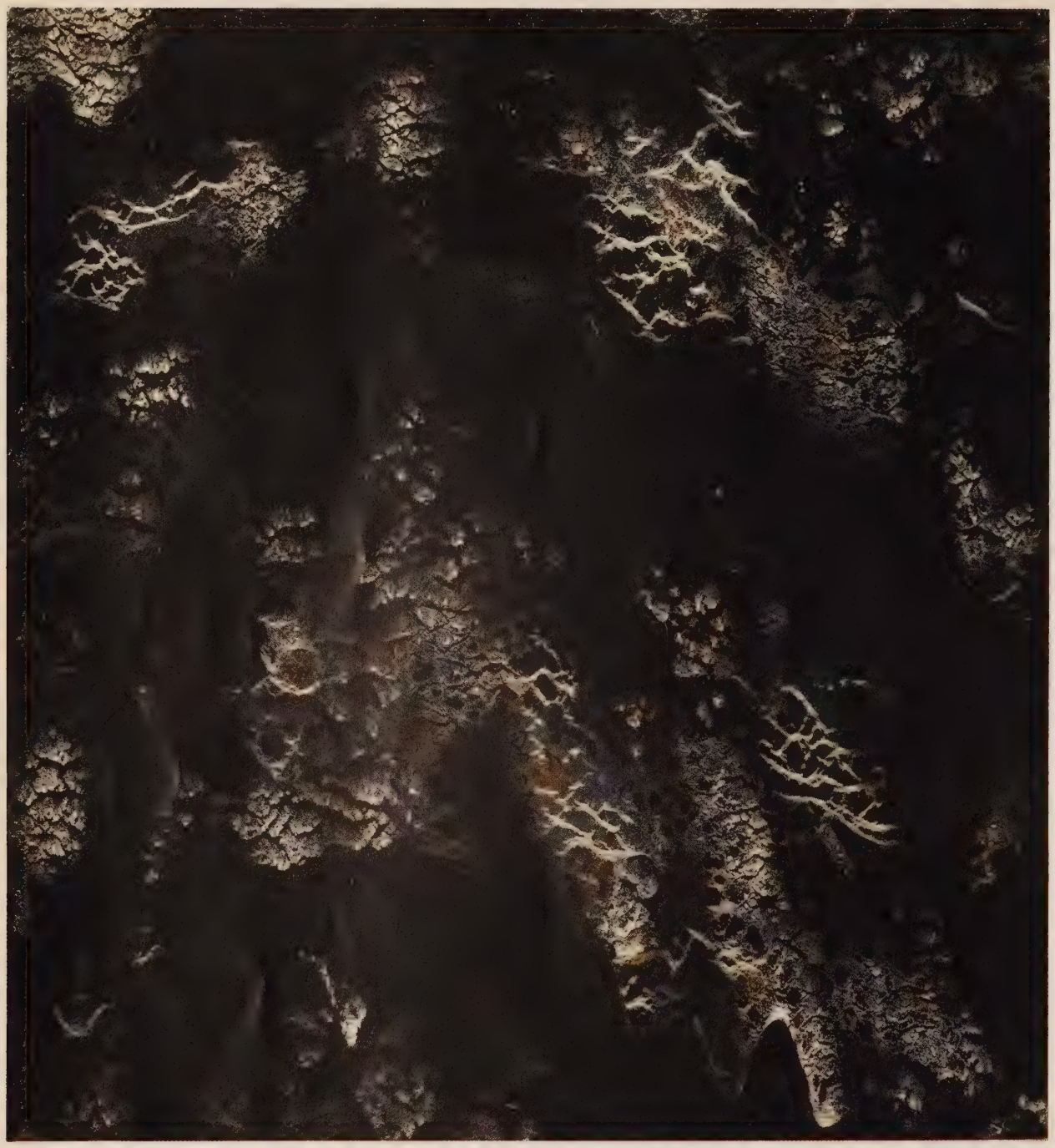
Where to Use—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, recreation rooms, dress shops.

Suggested Color Scheme for Kitchen

Border.....No. 27
Linostrips.....Nos. 24 and 48
Linowall, Full or Dado....No. 732
Cove and Base..Flash Type, No. 27
Trim.....Canary yellow
Upper Wall.....Paper in gray, white, and yellow plaid
Curtain.....Yellow organdy embroidered in white stars
Upholstery.....Yellow

Suggested Color Scheme for Bathroom

Linostrips.....Nos. 38 and 49
Linoset.....No. 941
Linowall, Full or Dado....No. 705
Cove and Base..Flash Type, No. 018
Upper Wall.....Rose tint paint
Trim.....Rose tint and turquoise
Curtain.....Turquoise embroidered organdy
Upholstery.....Turquoise
Rug.....Turquoise



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 021 Marbelle

Code Words: 3/16″ Gauge...MADAO, Heavy (1/8″) Gauge...MATWA, Medium Gauge...MATUW, Standard Gauge...MATOH

Where to Use—Bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins.

Suggested Color Scheme for Living-room

Linostrips.....Nos. 27 and 23
Linowall to Ceiling.....No. 737
Cove and Base..Flash Type, No. 021
Trim.....Ivory white and black
Rug.....Dark gray
Curtain.....Modern leaf design in yellow and white cotton damask
Upholstery.....White, yellow, turquoise

Suggested Color Scheme for Apartment Lobby

Linostrips.....Nos. 22, 24, and 27
Linowall, Dado.....No. 703
Cove and Base..Flash Type, No. 021
Upper Wall.....Pale green paint
Trim.....Green and black
Curtain....Classic design in black, white, green, and yellow
Upholstery.....Black, green, white
Linoset—Custom-Craft Ready-Cut Linoset No. 931

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 024 Marbelle

Code Words: Heavy (1/8") Gauge...MABIK, Medium Gauge...MABLU, Standard Gauge...MABOF

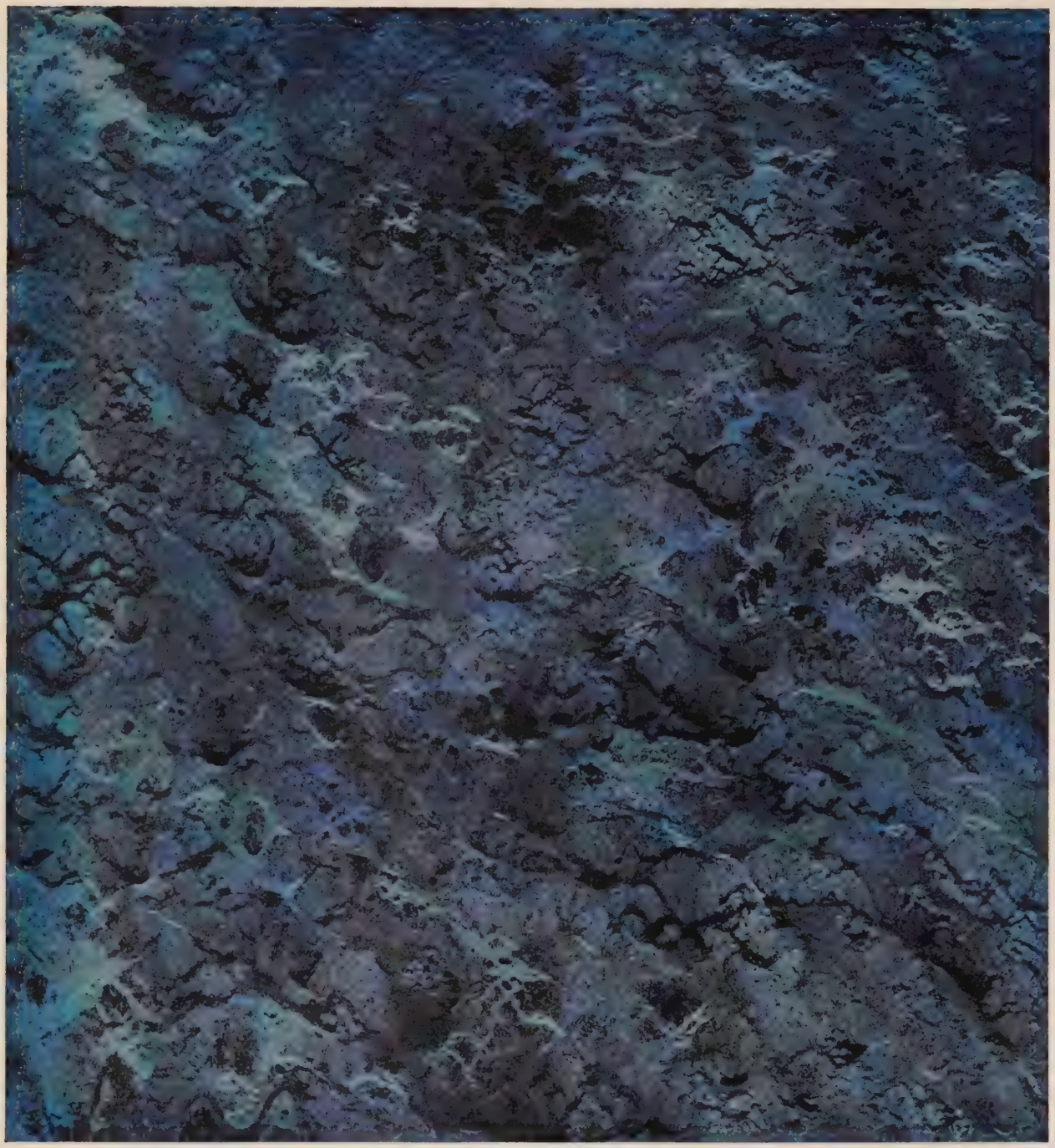
Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, clubhouses, hospitals, barber shops, theatres, banks, night clubs, hotel and apartment lobbies, tourist cabins.

Suggested Color Scheme for Kitchen

Linostrips	Nos. 30 and 48
Linowall, Full or Dado	No. 732
Cove and Base	Flash Type, No. 024
Upper Wall	Gray paint
Trim	Canary yellow
Curtain	Yellow and white plaid oiled silk
Upholstery	Yellow leather

Suggested Color Scheme for Bathroom

Border	No. 27
Linostrip	No. 23
Linowall, Full or Dado	No. 734
Cove and Base	Flash Type, No. 27
Trim	Light coral
Upper Wall	Three walls yellow, one wall light coral
Curtain	Yellow net embroidered
Upholstery	Light coral
Rug	Coral



(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 025 Marbelle

Code Words: Heavy (1/8") Gauge...MADAR, Medium Gauge...MADAV, Standard Gauge...MADAY

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals.

Suggested Color Scheme for Foyer

Border	No. 29	Curtain	Paper, green with blue flowers
Linostrip	No. 44	Curtain	Blue glazed chintz
Cove and Base	Wood painted Milan green	Upholstery	Blue
Trim	Milan green	Rug	Dull green

Suggested Color Scheme for Bathroom

Border	No. 025	Trim	Yellow with blue accent
Linostrip	No. 48	Curtain	Blue net with white coin dots
Linowall, Full or Dado	No. 734	Upholstery	Yellow
Cove and Base	Flash Type, No. 025	Rug	Yellow
Upper Wall	Painted yellow		

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 026 Marbelle

Code Words: Heavy (1/8") Gauge...MADBE, Medium Gauge...MADBL, Standard Gauge...MADBU

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres, tea rooms.

Suggested Color Scheme for Office

Border	No. 27
Linostrip	No. 25
Linowall to Ceiling	No. 732
Cove and Base	Flash Type, No. 27
Trim	Gray and black
Curtain	Modern in gray and coral
Upholstery	Coral
Rug	Gray

Suggested Color Scheme for Beauty Parlor

Linostrip	No. 27
Linowall, Full or Dado	No. 737
Cove and Base	Flash Type, No. 026
Trim	Old ivory and fawn
Upper Wall	Canary yellow and fawn paint
Curtain	Yellow net, white dots
Upholstery	Yellow

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 028 Marbelle

Code Words: Heavy (1/8") Gauge...MADEH Medium Gauge...MADEI, Standard Gauge...MADEJ

Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, radio stations, clubhouses, hospitals, barber shops, showrooms, airport terminals, tourist cabins, tea rooms

Suggested Color Scheme for Kitchen

Border	No. 21	Upper Wall	Tan
Linostrip	No. 28	Trim	Cream, buff, brown
Linowall, Full or Dado	No. 706	Curtain	Brown and white dotted voile
Cove and Base	Flash Type, No. 21		

Suggested Color Scheme for Office

Linostrips	Nos. 42 and 27	Trim	Cream
Linowall	No. 706	Curtain	Textured in bronze and green
Cove and Base	Flash Type, No. 028	Upholstery	Green

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 030 Marbelle

Code Words: Heavy (1/8") Gauge...MAFDE, Medium Gauge...MAFGU, Standard Gauge...MAFHS

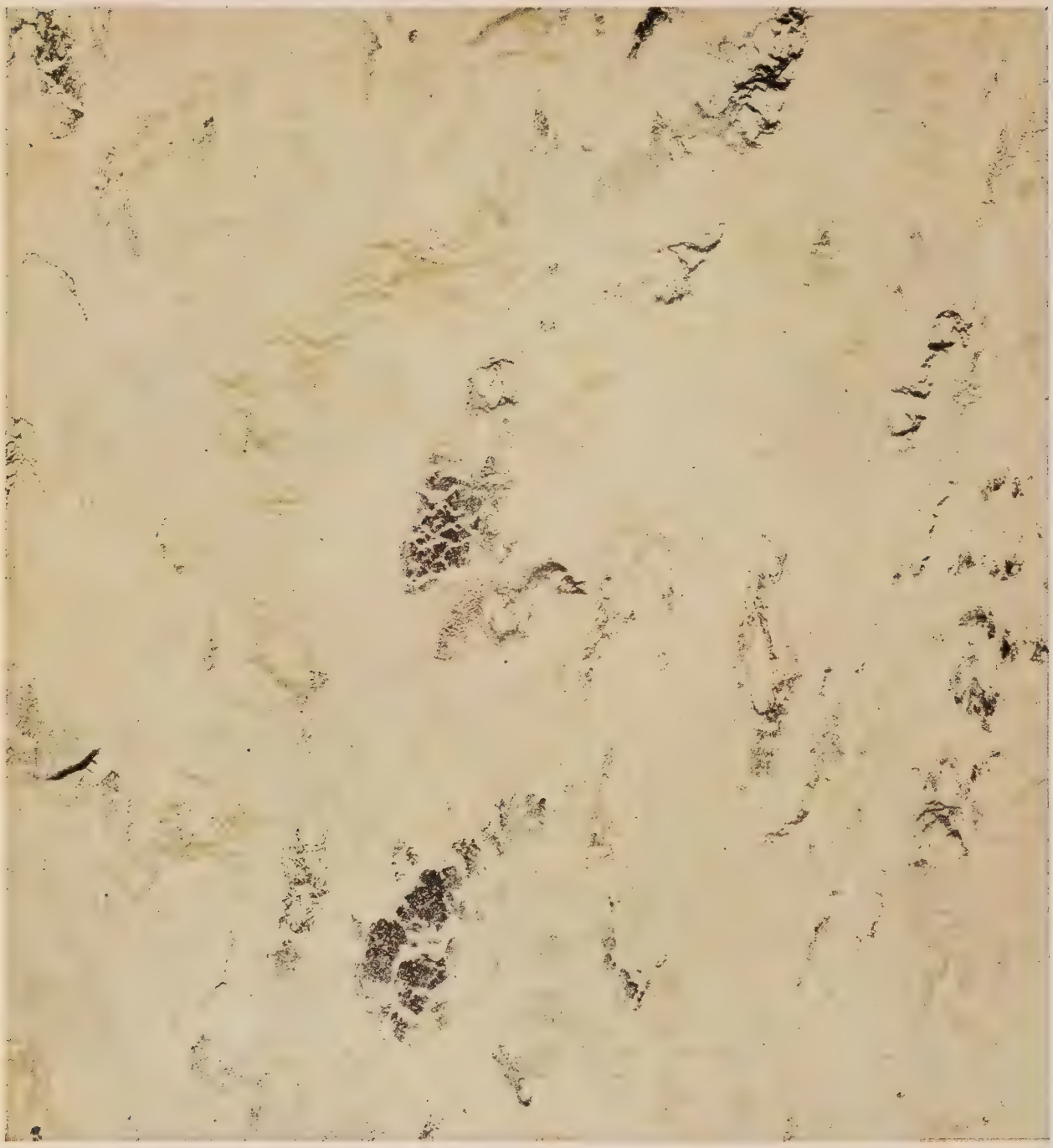
Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, radio stations, clubhouses, hospitals, barber shops, showrooms, airport terminals, tourist cabins.

Suggested Color Scheme for Kitchen

Border	No. 46	Trim	Cream-gray and orange
Linostrip	No. 42	Curtain	Off-white chintz bound in green and orange
Linowall, Full or Dado	No. 702		
Cove and Base	Flash Type, No. 46		
Upper Wall	Cream-gray paint		

Suggested Color Scheme for Bathroom

Border	No. 030	Trim	Ivory white
Linostrips	Nos. 42 and 48	Curtain	Flowered cream oiled silk
Linowall, Full or Dado	No. 737	Upholstery	White
Cove and Base	Flash Type, No. 030	Rug	White
Upper Wall	Pale green		



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 032 Marbelle

Code Words: Heavy (1/8") Gauge...MATLY, Medium Gauge...MATPU, Standard Gauge...MATSA

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, recreation rooms, dress shops.

Suggested Color Scheme for Bathroom

Linostrips	Nos. 49 and 27	Upper Wall	Coral, gray, and white paper
Linoset	No. 941	Trim	French gray
Linowall, Dado	No. 704	Curtain	Gray organdy
Cove and Base	Flash Type, No. 032		

Suggested Color Scheme for Restaurant

Border	No. 30	Linoset	No. 926
Linostrip	No. 33	Trim	Chartreuse and blue
Linowall, Dado	No. 738	Curtain	Blue, chartreuse, white
Cove and Base	Flash Type, No. 30	Upholstery	Blue

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 033 Marbelle

Code Words: Heavy (1/8") Gauge...MAHBN, Medium Gauge...MAHCO, Standard Gauge...MAHDP

Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, libraries, small stores, beauty parlors, offices, restaurants, hotel and apartment lobbies, tourist cabins, airport terminals, theatres, clubhouses, radio stations, gift and candy shops.

Suggested Color Scheme for Living-room

Border	No. 46	Wall	Fawn paint
Linostrip	No. 28	Trim	Dark brown
Cove and Base	Flash Type, No. 46	Curtain	Blue and tan linen

Suggested Color Scheme for Beauty Parlor

Linostrips	Nos. 20, 46, and 45	Trim	Cream, tan, and brown
Cove and Base	Flash Type, No. 033		
Wall	Modern paper	Curtain	Tan silk

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 034 Marbelle

Code Words: Heavy (1/8") Gauge...MAHER, Medium Gauge...MAHJS, Standard Gauge...MAHKU

Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, libraries, small stores, beauty parlors, offices, restaurants, hotel and apartment lobbies, tourist cabins, airport terminals, theatres, clubhouses, radio stations, gift shops, tearooms.

Suggested Color Scheme for Dining-room

Border	No. 27	Trim	Taupe
Linostrip	No. 25	Curtain	Coral shantung
Cove and Base	Flash Type, No. 27	Upholstery	Beige or coral
Wall	Paper in tan and coral	Rug	Deep coral

Suggested Color Scheme for Sun Porch

Linostrips	Nos. 27 and 44	Curtain	Cretonne—Black, green, white
Cove and Base	Flash Type, No. 034	Upholstery	Green or rust
Wall	Green paint	Rug	Green
Trim	Black		

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 035 Marbelle

Code Words: Heavy (1/8") Gauge...MAWAD, Medium Gauge...MAWBF, Standard Gauge...MAWCO

Where to Use—Kitchens, baths, entrance halls, dining-rooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres, flower shops.

Suggested Color Scheme for Bathroom

Border	No. 035	Upper Wall	Modern silver paper
Linostrips	Nos. 42, 44, and 23	Trim	Ivory with green
Linowall, Full or Dado	No. 737	Curtain	Striped terry cloth
Cove and Base	Flash Type, No. 035	Rug	Green chenille

Suggested Color Scheme for Flower Shop

Border	No. 035	Wall	Painted rose tint
Linostrips	Nos. 20 and 49	Trim	White
Linowall, Full or Dado	No. 704	Curtain	Salmon and white
Cove and Base	Flash Type, No. 035	Upholstery	Salmon leather

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 036 Marbelle

Code Words: Heavy (1/8") Gauge...MAWEP, Medium Gauge...MAWHE, Standard Gauge...MAWIV

Where to Use—Kitchens, baths, entrance halls, living-rooms, dining-rooms, sun porches, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, theatres, cocktail lounges, studies.

Suggested Color Scheme for Kitchen

Border	No. 036
Linostrips	Nos. 38, 48, and 23
Linowall, Full or Dado	No. 704
Cove and Base	Flash Type, No. 036
Upper Wall	Vegetable paper
Trim	White
Curtain	Turquoise oiled silk
Upholstery	White and turquoise leather

Suggested Color Scheme for Cocktail Lounge

Border	No. 27
Linostrips	Nos. 036 and 27
Cove and Base	Flash Type, No. 27
Wall	Painted gold
Rug	Black
Trim	Gold with jade green and black
Curtain	Black and gold Oriental chintz
Upholstery	Jade green

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 037 Marbelle

Code Words: Heavy (1/8") Gauge...MAWOT, Medium Gauge...MAWRA, Standard Gauge...MAWSU

Where to Use—Kitchens, baths, front and rear halls, dining-rooms, sun porches, recreation rooms, nurseries, breakfast rooms, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres, tea rooms.

Suggested Color Scheme for Apartment House Lobby

Linostrips	No. 20	Upper Wall	Beige and ivory modern design paper
Linowall, Full or Dado	No. 706	Trim	Ivory with gold trim
Cove and Base	Flash Type, No. 45	Curtain	Ivory celanese voile
Rug	Beige		

Suggested Color Scheme for Tea Room

Border	No. 037	Upper Wall	Orange and ivory striped paper
Linostrips	No. 41	Trim	Taupe
Linowall, Full or Dado	No. 702	Curtain	Fruit chintz drapery
Cove and Base	Flash Type, No. 037		

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 038 Marbelle

Code Words: Heavy (1/8") Gauge...MAWUG, Medium Gauge...MAWYD, Standard Gauge...MAWDR

Where to Use—This travertine-like Marbelle, lightly veined with black, gold, and ivory, is suitable for kitchens, baths, entrance halls, dining-rooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres, powder rooms, sandwich shops.

Suggested Color Scheme for Apartment Lobby

Border	No. 27	Trim	Dark gray
Linostrip	No. 48	Curtain	Silver metal cloth
Linowall	No. 732	Upholstery	Black
Cove and Base	Flash Type, No. 27	Rug	Dark gray

Suggested Color Scheme for Powder Room

Border	No. 038	Wall	Plume and bowknot paper
Linostrip	No. 27	Trim	White with black and gold
Cove and Base	Flash Type, No. 038	Upholstery	Gold
Curtain	Gold satin	Rug	Black

DISCONTINUED

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 039 Marbelle

Code Words: Heavy (1/8") Gauge...MAGOL, Medium Gauge...MAGUK, Standard Gauge...MAGSH

Where to Use—Kitchens, baths, entrance halls, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, tourist cabins, theatres, airport terminals, dress shops, coffee shops, haberdasheries, tea rooms, powder rooms.

Suggested Color Scheme for Powder Room

Border.....No. 27
Linostrips.....No. 38
Linowall, Full or Dado....No. 731
Cove and Base..Flash Type, No. 039
Trim.....Blue and pink
Upper Wall....Floral paper in blue and pink
Curtain..Blue and pink celanese voile
Upholstery.....Blue satin
Rug.....Powder blue

Suggested Color Scheme for Breakfast Room

Border.....No. 039
Linostrips.....Nos. 43 and 27
Linowall, Full.....No. 704
Cove and Base..Flash Type, No. 039
Trim.....Gray and orchid
Curtain...Gray and light mulberry
Upholstery.....Mulberry
Rug.....Light gray

Linoset—Custom-Craft Ready-Cut Linoset No. 942

MONOBELLE'S PRACTICAL AND DISTINCTIVE NEW GRAINING WIDENS DESIGN POSSIBILITIES IN CUSTOM FLOORS

There is practically no limit to the possibilities in custom floor design when the many applications of Armstrong's Monobelle are taken into account. Its serviceable graining gives the impression of depth, but its contrasts are more subdued than those which occur in Marbelle. The use of different tones of the same color gives the pleasing effect of close harmony blending. Monobelle offers a number of attractive colorings which combine particularly well with each other and with the Plain patterns in the Armstrong Line.

The quietly blended background of No. 044 Monobelle in the three-in-one room shown above is made both attractive and purposeful by the contrasting Linostrips and discs in Chocolate No. 46 and Canary Yellow No. 48 Plain linoleum. Notice how the floor actually creates the decorative scheme for the room.

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 040 Monobelle

Code Words: Heavy (1/8") Gauge...MOHCY, Medium Gauge...MOMEB, Standard Gauge...MOSIF

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries. Also in small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, club-houses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres.

Suggested Color Scheme for Dining-room

Border	No. 040	Trim	Green-blue
Linostrips	Nos. 43 and 44	Curtain	Gray satin
Wood Base	Green-blue	Upholstery	Blue
Wall	Paper—gray, green, blue	Rug	Green

Suggested Color Scheme for Fruit Shop

Border	No. 30	Trim	Green with yellow trim
Linostrips	Nos. 48, 39, and 33		
Linowall	No. 700	Curtain	Yellow and green chintz
Cove and Base	Flash Type, No. 30		

Linoset—Custom-Craft Ready-Cut Linoset No. 926.

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 041—Monobelle

Code Words: Heavy (1/8") Gauge...MOHYR, Medium Gauge...MOMBT, Standard Gauge...MOSOB

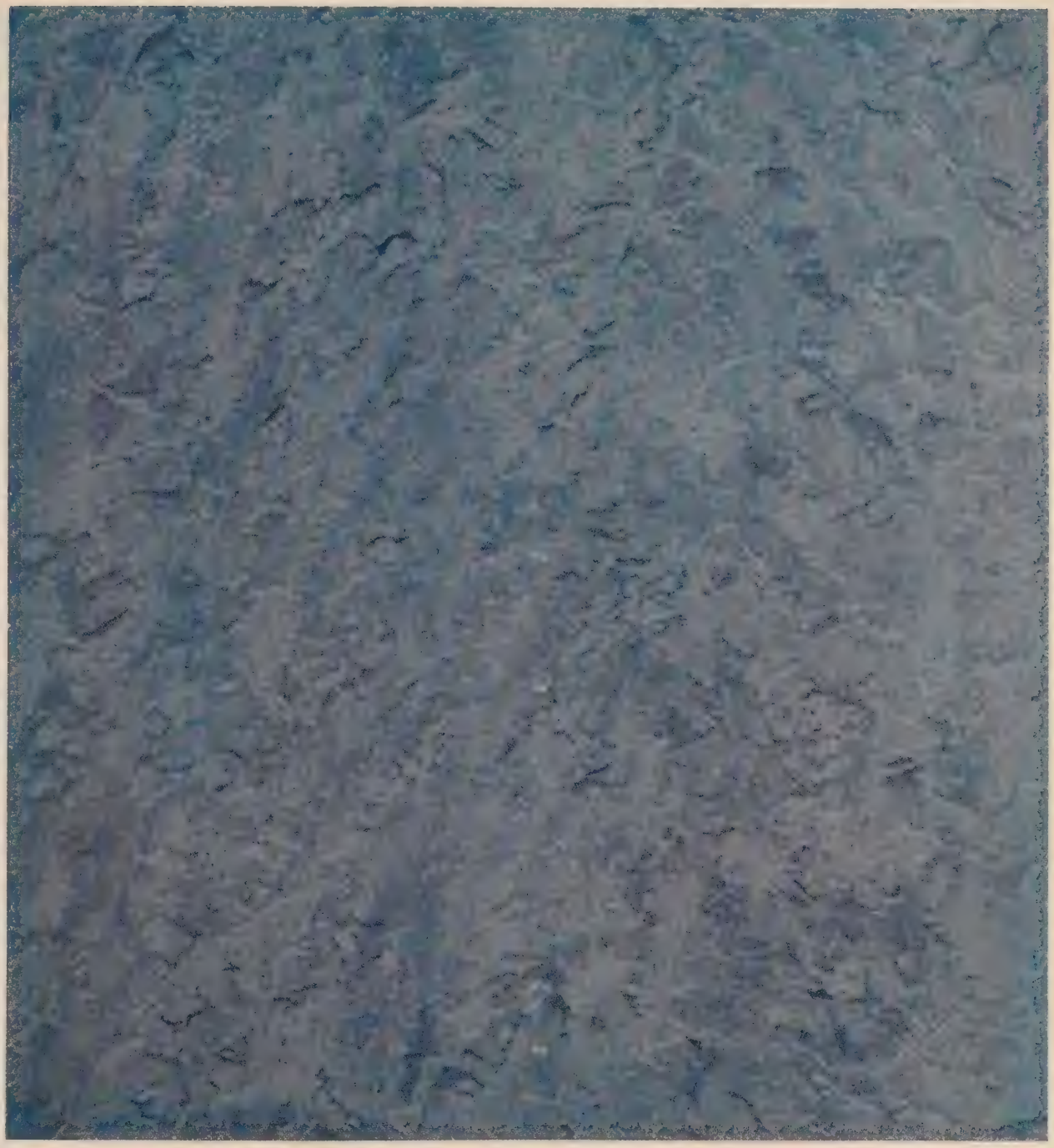
Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubs, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airports, tourist cabins, theatres, libraries.

Suggested Color Scheme for Club House Dining-room

Border ..... No. 041
Linostrips ..... Nos. 39 and 46
Linowall, Full or Dado .... No. 736
Wood Base ..... Walnut
Upper Wall .... Red and gold paper
Trim ..... Gold with brown stripe
Curtain ..... Gold chenille striped cloth
Upholstery ..... Brown
Rug ..... Red

Suggested Color Scheme for Recreation Room

Border ..... No. 041
Linostrips ..... Nos. 41 and 29
Cove and Base .. Flash Type, No. 041
Wall ..... Gold paper with orange and blue design
Trim ..... Blue
Curtain ..... Bronze and blue Revolite
Upholstery ..... Blue
Rug ..... Blue



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 042 Monobelle

Code Words: Heavy (1/8") Gauge...MOHLF, Medium Gauge...MOMNZ, Standard Gauge...MOSVU

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, night clubs, showrooms, restaurants, schools, exhibits, barber shops, tourist cabins, theatres, club-houses, radio stations, hospitals, airport terminals, wallpaper stores.

Suggested Color Scheme for Breakfast Room

Border	No. 042	Wall	Green paper with floral design on blue
Linostrips	No. 44	Curtain	Dark blue Revolite
Trim	Dark blue		

Suggested Color Scheme for Bathroom

Border	No. 042	Cove and Base	Flash Type, No. 042
Linostrips	No. 23	Trim	Blue with silver stripe
Linowall, Full	No. 704	Curtain	Gray organdy

Linoset—Custom-Craft Ready-Cut Linoset No. 940

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 043 Monobelle

Code Words: Heavy (1/8") Gauge...MOHBO, Medium Gauge...MOMCU, Standard Gauge...MOSDE

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, barber shops, airport terminals, theatres.

Suggested Color Scheme for Restaurant

Border	No. 25	Trim	Platinum
Linostrip	No. 30	Curtain	Printed linen in rust, chartreuse, and yellow
Linowall, Full or Dado	No. 734	Upholstery	Chartreuse
Cove and Base	Flash Type, No. 25	Rug	Rust
Upper Wall	Yellow and silver paper		

Suggested Color Scheme for Office

Linostrips	Nos. 43 and 28	Trim	Pine
Linowall, Full or Dado	No. 735	Curtain	Printed linen in blue, tan, rust
Cove and Base	Wood to harmonize with Linowall	Upholstery	Blue
Upper Wall	Blue paint	Rug	Blue

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 044 Monobelle

Code Words: Heavy (1/8") Gauge...MOHEA, Medium Gauge...MOMGL, Standard Gauge...MOSHM

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, offices, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, churches, barber shops.

Suggested Color Scheme for Night Club

Border.....No. 044
Linostrips.....Nos. 24 and 49
Cove and Base.....Flash, No. 044
Wall....Coral red, dusty pink, and pale pink in horizontal bands
Trim.....Rose tint
Curtain.....Modern drapery in gray and silver
Upholstery.....Silver
Rug.....Gray

Suggested Color Scheme for Breakfast Room

Linostrips.....Nos. 38 and 43
Cove and Base.....Flash Type, No. 044
Wall.....Turquoise and blue paper
Trim.....Turquoise
Curtain.....Blue cotton
Upholstery.....Blue
Rug.....Turquoise

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 045 Monobelle

Code Words: Heavy (1/8") Gauge...MOHDU, Medium Gauge...MOMRS, Standard Gauge...MOSAN

Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, kitchens, bathrooms, sun porches, breakfast rooms.

Suggested Color Scheme for Bank

Border.....No. 20
Linostrips.....Nos. 28 and 46
Linowall.....No. 706
Cove and Base..Flash Type, No. 20
Trim.....Cream and brown
Curtain.....Formal cotton drapery in brown and tan
Upholstery.....Brown leather

Suggested Color Scheme for Sun Porch

Linostrips.....Nos. 44 and 48
Linowall, Full or Dado No. 734
Cove and Base..Flash Type, No. 045
Upper Wall.....Yellow paint
Trim Canary yellow and green
Curtain .....Printed chintz in green, yellow, brown, and white
Upholstery.....Green and brown
Rug.....Brown

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 046 Monobelle

Code Words: Heavy (⅛") Gauge...MOHAT, Medium Gauge...MOMHO, Standard Gauge...MOSBA

Where to Use—With burgundy one of the high style notes in interior decoration, this burgundy Monobelle is excellent for use in kitchens, baths, entrance halls, living-rooms, dining-rooms, studies, nurseries, libraries, breakfast rooms, and rear entries. It is also an attractive, practical floor for stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, tourist cabins, theatres.

Suggested Color Scheme for Living-room

Border	No. 046
Linostrips	Nos. 24 and 37
Trim	Cream gray, rose, silver
Curtain	Gray satin
Wall	Grass cloth with silver ceiling
Upholstery	Gray velvet
Rug	Rose

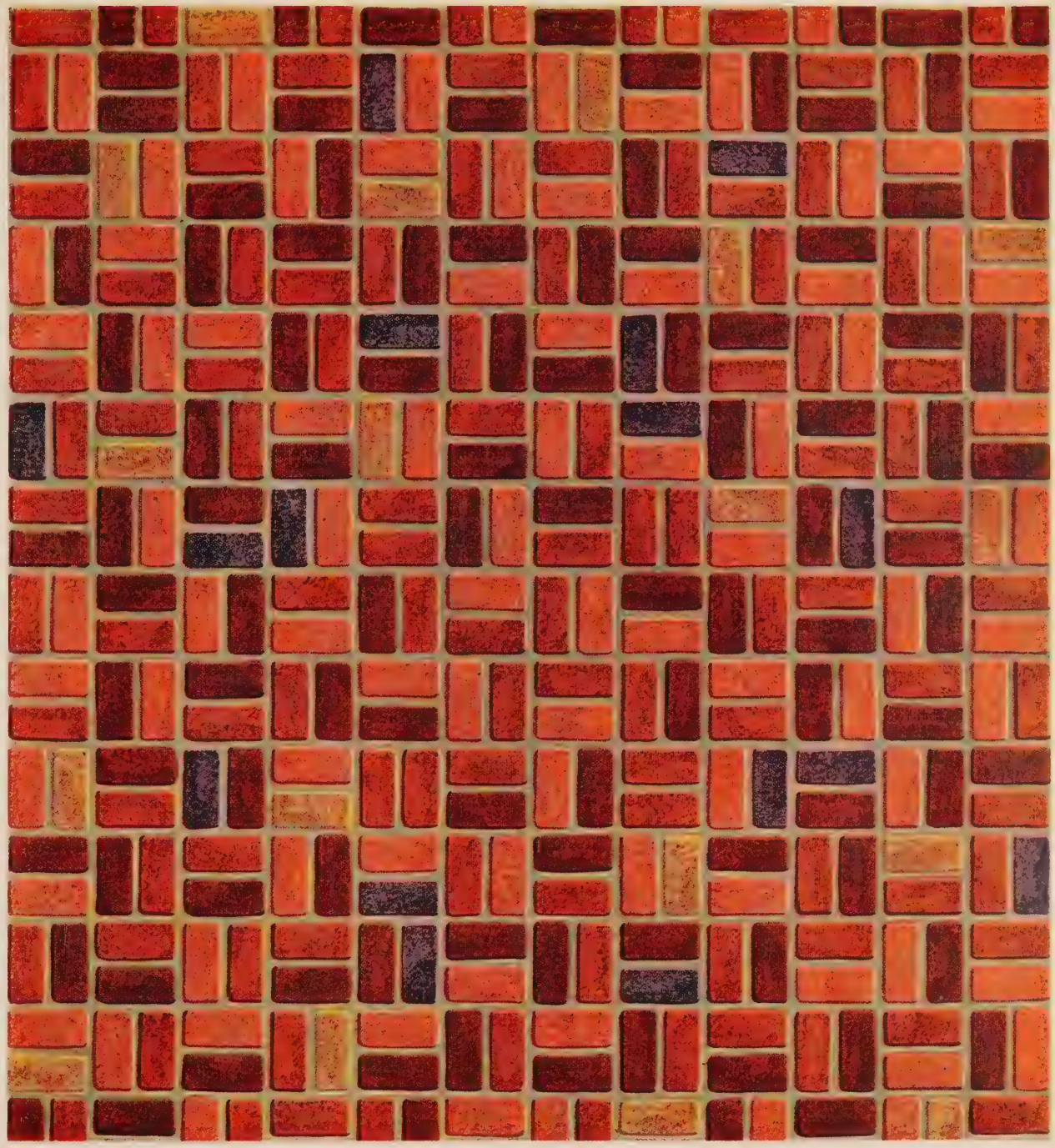
Suggested Color Scheme for Hotel Dining-room

Border	No. 37
Linostrips	No. 29
Cove and Base	Flash Type, No. 37
Wall	Blue floral paper
Curtain	Rose cotton damask
Upholstery	Blue leather
Rug	Blue
Trim	Blue with rose and green

HEAVY EMBOSSED PROVIDES COLOR, STYLE, AND LONG WEAR

Because Armstrong's Heavy Embossed Inlaid Linoleum is the heaviest of the embossed patterns in Armstrong's Line, it quite naturally appeals to the person who wants the finest flooring for his home, as well as to the owner of stores or offices where heavy traffic demands a material that will resist maximum wear and will be easy and economical to maintain. Heavy Embossed is an ideal flooring for such places as shoe shops, where floors receive closer inspection than is ordinarily the case. It is also an excellent material for restaurants that make much of "atmosphere," because the wide variety of distinctive patterns provides a flooring for nearly every style of decoration.

Note also, how harmoniously Heavy Embossed Pattern 6284 fits into the Swedish modern decorative scheme in the cheerful dining-room illustrated above.



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6240 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMOLVTA

Design—A pleasing variation of the regular tile design is found in this pattern. Of small scale, this pattern is especially good for small floor areas. Various shades of red are used for most of the blocks with an occasional dark mulberry or gold block as an accent note.

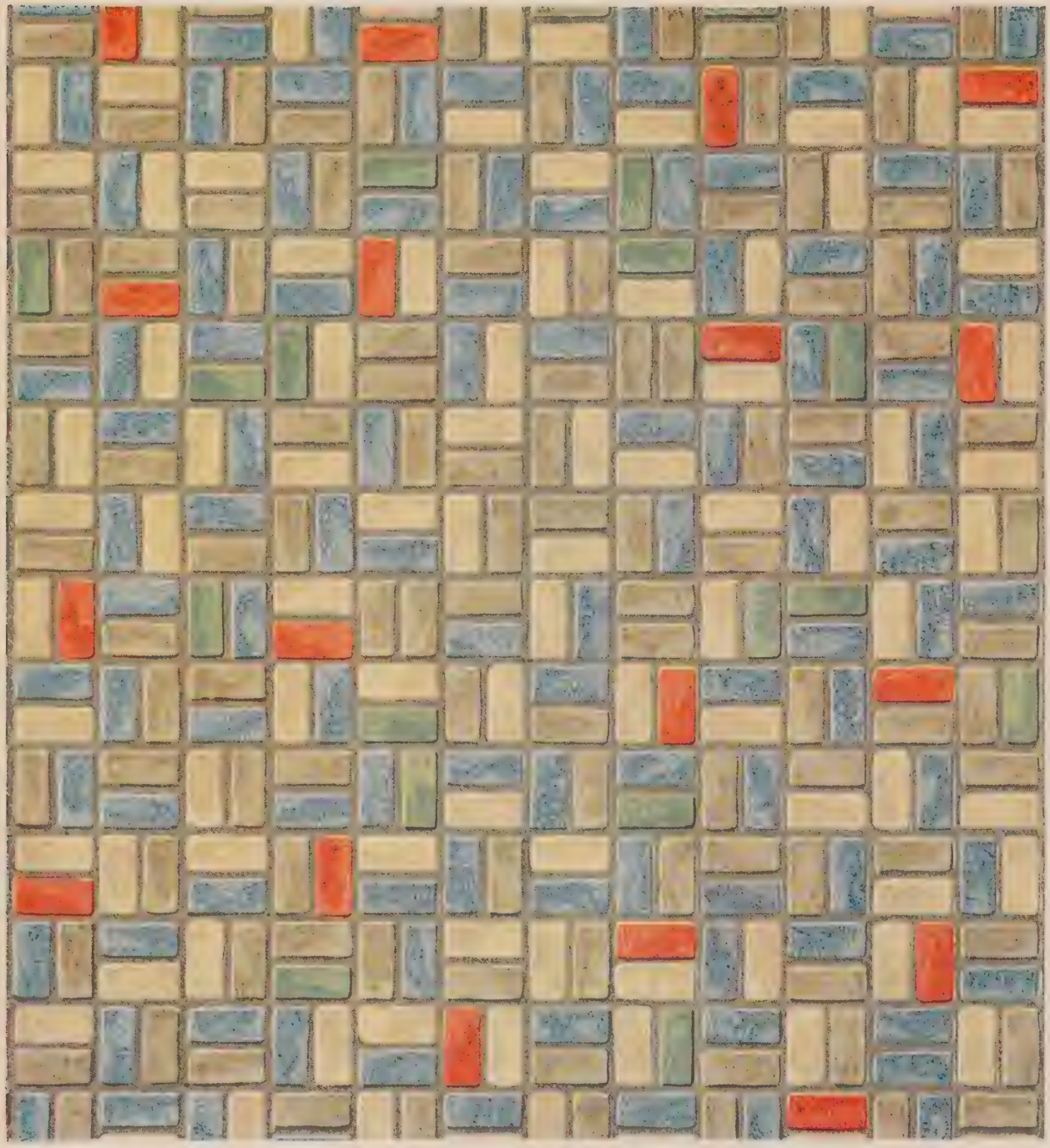
Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, offices, restaurants, tourist cabins, theatres, coffee shops and club rooms.

Suggested Color Scheme for Den or Recreation Room

Border	No. 25
Linostrips	No. 47
Linowall	No. 900
Cove and Base	Wood to harmonize with Linowall
Ceiling	Ivory white
Trim	Knotty Pine with yellow and carmine accent
Curtain	Printed linen in yellow and terra cotta
Upholstery	Yellow leather
Rug	Mulberry

Suggested Color Scheme for Club Room

Border	No. 25
Linostrips	Nos. 47 and 28
Linowall	No. 735
Cove and Base	Wood to harmonize with Linowall
Ceiling	Blue
Trim	Pine with red and blue accent
Curtain	Ship-designed chintz in blue, white, and red
Upholstery	Sail cloth in blue



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6241 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMOLVUD

Design—The design of this regular tile pattern takes its motif from ceramic tile walks but the coloring is much brighter than that commonly found in hard tile. Warm grays, powder blues, and whites predominate, with here and there a green or coral block to lend additional cheer. Interliners have the effect of mortar lines. **Where to Use**—Kitchens, bathrooms, powder rooms, entries.

Suggested Color Scheme for Powder Room

Border.....No. 23
Linowall.....No. 751
Cove and Base..Flash Type, No. 23
Wall...Paper—free design in green and peach on a blue ground
Trim.....Blue with green accent
Curtain.....Greenish blue oiled silk
Upholstery.....Green
Rug.....Greenish blue

Suggested Color Scheme for Bathroom

Border.....No. 44
Linostrips.....No. 23
Linowall.....No. 752
Cove and Base..Flash Type, No. 44
Trim.....White with green accent
Wall.....Shell and fish design, peach ground
Curtain.....White oiled silk
Upholstery.....Green
Rug.....White

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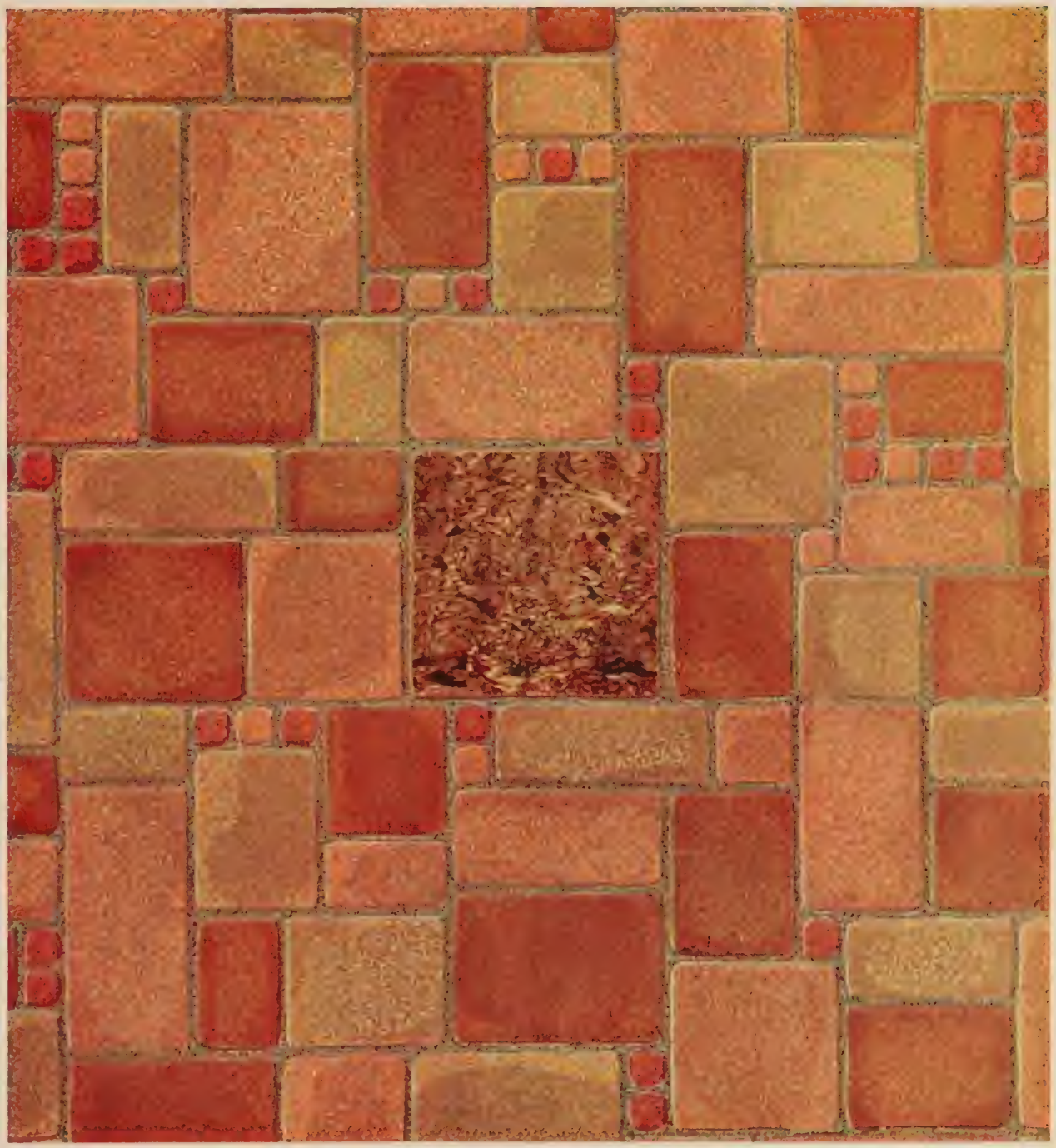


(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6252 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMOMBGY

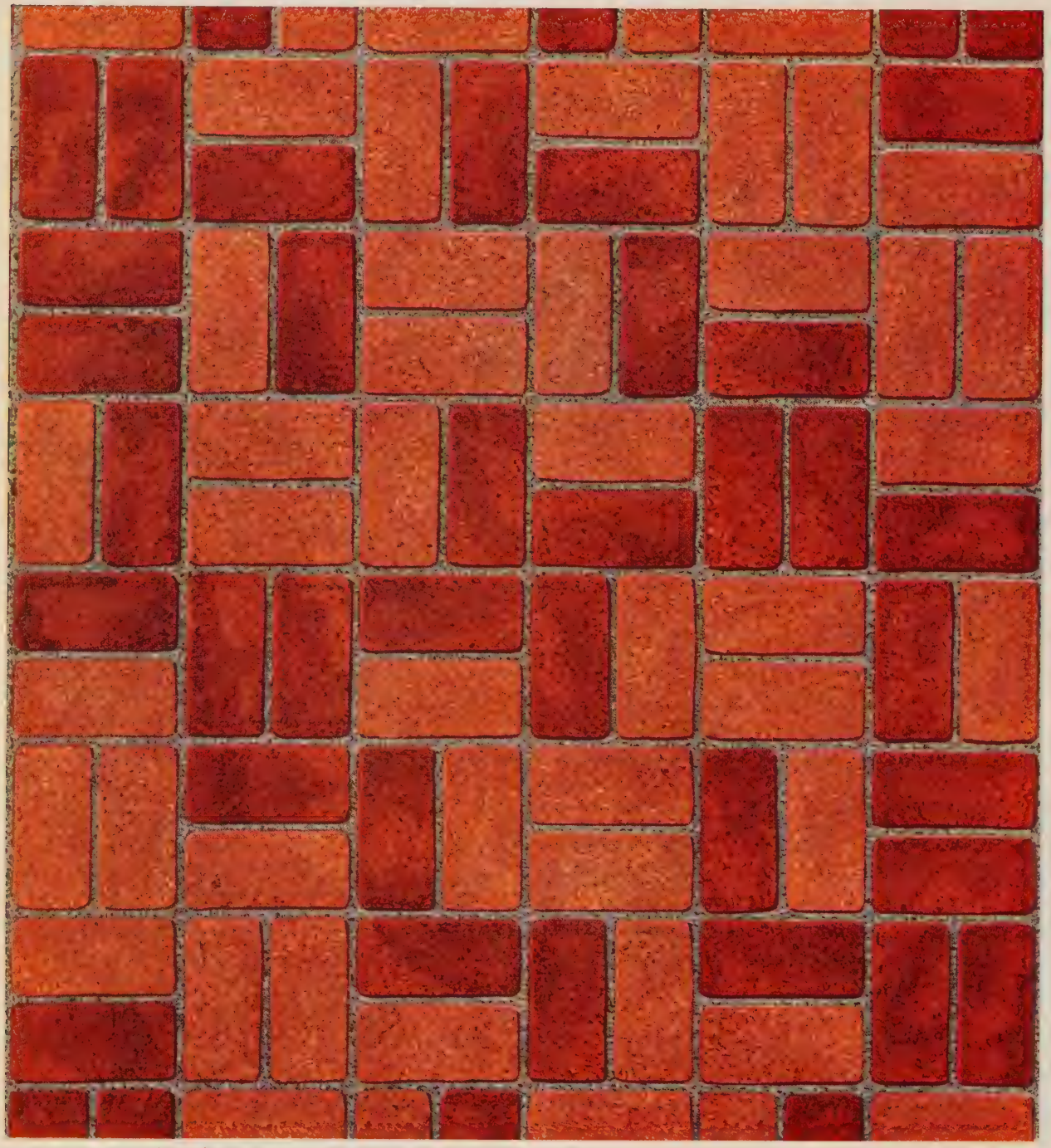
Design—Here is a close-harmony all-brown pattern with an effect not unlike sandstone created by the mottled and shaded blocks. The blocks are irregular in shape and are separated from each other by mottled gray embossed interliners. An outstanding feature of the design is the use of large marbleized inset blocks. **Where to Use**—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, offices, banks, restaurants, clubhouses.

Suggested Color Scheme for Sun Porch

Border	No. 20	Trim	Sage green and mandarin red
Linowall to Ceiling	No. 738		
Cove and Base	Flash Type, No. 20	Curtain	White chintz—ivy leaves
Upholstery	Red		

Suggested Color Scheme for Recreation Room

Border	No. 28	Trim	Natural pine
Linowall, Full or Dado	No. 900	Curtain	Printed brown linen with card design
Cove and Base	Wood		
Upper Wall	Soft rose	Upholstery	Blue



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6260 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMOLWIP

Design—Each brick-red block is mottled and shaded and is separated from surrounding blocks by gray embossed mortar lines. **Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres.

Suggested Color Scheme for Dining-room

Border.....No. 25
Linostrips.....Nos. 43 and 26
Linowall.....No. 900
Cove and Base..Wood to harmonize with Linowall
Wall.....Blue scenic paper
Trim.....Knotty Pine
Curtain.....Net glass curtains, plain blue silk poplin draperies
Upholstery....Blue textured fabric
Rug.....Plain blue or oriental

Suggested Color Scheme for Sun Porch

Border.....No. 25
Linostrips.....No. 26
Linowall.....No. 734
Cove and Base.....Flash Type, No. 25
Wall.....Painted yellow
Trim.....Ivory with light gray and slate gray accent
Curtain.....Cotton damask with ivory design on yellow
Upholstery.....Yellow and ivory
Rug.....Yellow

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6271 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMFOR

Design—The warmth and cheer of this Old World tile pattern are created by the shaded irregular blocks in reds and browns with mottled gray interliners. The design is further enhanced by the addition of marbleized inset blocks in a walnut brown color.

Where to Use—Kitchens, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, barber shops, airports, tourist cabins, haberdasheries.

Suggested Color Scheme for Dining-room

Border	No. 25	Curtain	Black batik with red, white, and blue
Cove and Base	Flash Type, No. 25	Upholstery	Blue
Wall	Blue paint	Rug	Oriental
Trim	Blue paint		

Suggested Color Scheme for Restaurant

Border	No. 25	Upper Wall	Green paint
Linowall, Dado	No. 900	Trim	Pine
Cove and Base	Wood to harmonize with Linowall	Curtain	Blue and green chintz
		Upholstery	Blue

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6280 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMPFU

Design—The close-harmony arrangement of brown blocks in this irregular tile pattern have caused it to be mistaken many times for a cork tile floor. Even the two-tone embossed interliners are blended into the design and aid in producing a pattern that has proved very popular where a restrained dignified floor is desired. **Where to Use**—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, small stores, beauty parlors, offices, banks, restaurants.

Suggested Color Scheme for Library

Border	No. 46	Trim	Natural pine
Linowall, Full or Dado	No. 900	Curtain	Linen—coral, white, chartreuse
Cove and Base	Flash Type, No. 46	Upholstery	Coral
Upper Wall	White paper	Rug	Chartreuse (dull)

Suggested Color Scheme for Restaurant

Border	No. 46	Upper Wall	Colonial paper in brown, cream, and blue
Linostrips	No. 29	Trim	Natural walnut
Linowall, Full or Dado	No. 736	Curtain	Blue chintz
Cove and Base	Flash Type, No. 46	Upholstery	Blue

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6283 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMCUM

Design—The increasing interest in blue, and particularly in royal blue, for floors is given full expression in this dominant pattern. Room furnishings and trim may be either in harmony or in contrast, for the subtle texture and shading of the pattern permit unusual freedom in arranging attractive, practical color schemes.

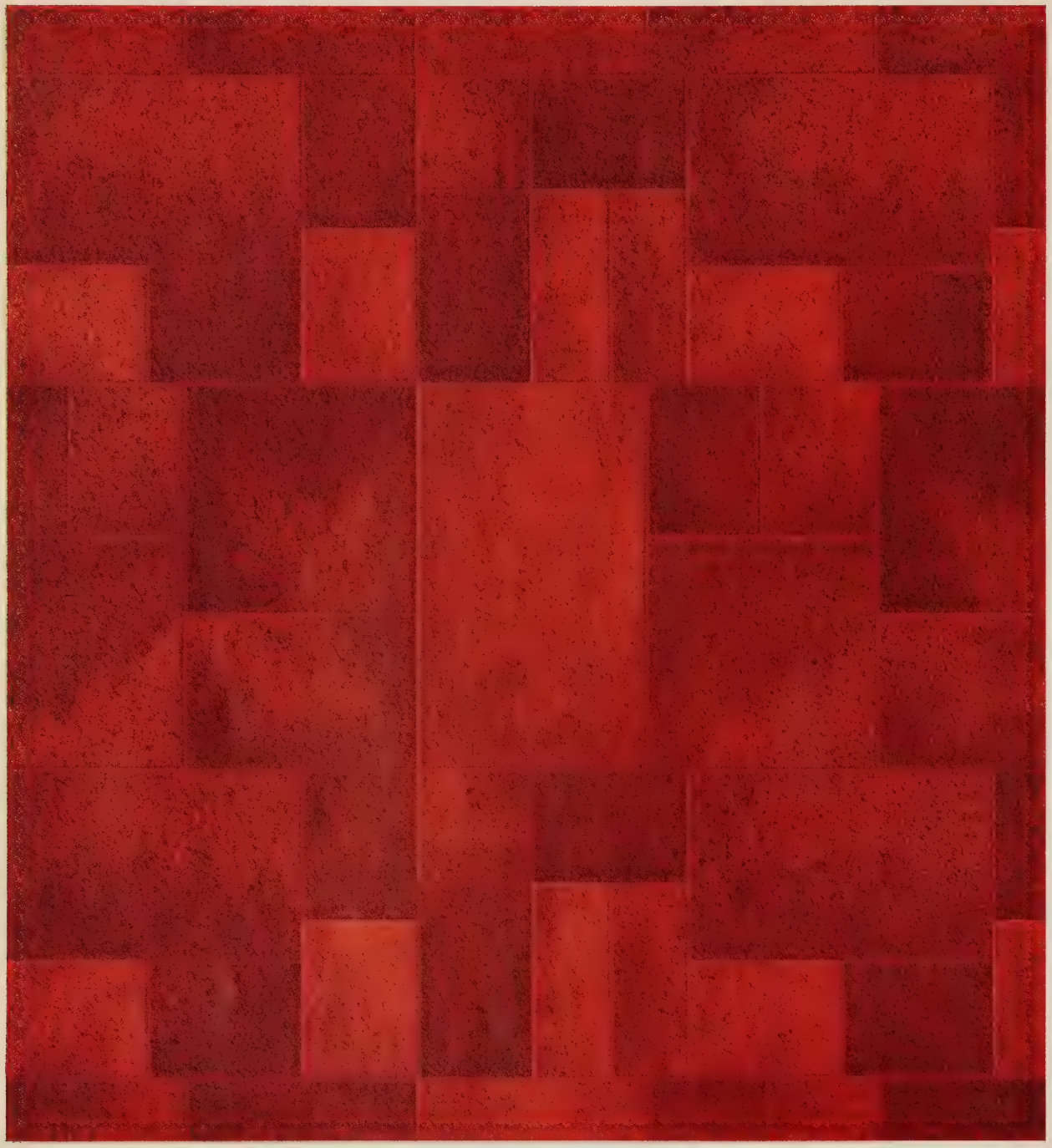
Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, libraries, breakfast rooms, small stores, large stores, beauty parlors, offices, showrooms, restaurants, radio stations, clubhouses, hospitals, hotel and apartment lobbies, tourist cabins, theatres, sandwich shops.

Suggested Color Scheme for Dining-room

Linowall, Dado	No. 900	Curtain	Blue chintz with yellow and ivory edge
Upper Wall	Blue Toile paper	Rug	Blue
Trim	Knotty pine		

Suggested Color Scheme for Sun Porch

Wall	Blue-green paper	Curtain	Dark blue and green flowered chintz
Trim	Taupe	Upholstery	Blue-green
Rug	Green		



(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 6284 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMCVI

Design—Deft shading gives conservative dignity and depth to this more formal pattern, without detracting from the richness of its fine old burgundy coloring. Furnishings preferably should complement this floor, rather than be in contrast with it.

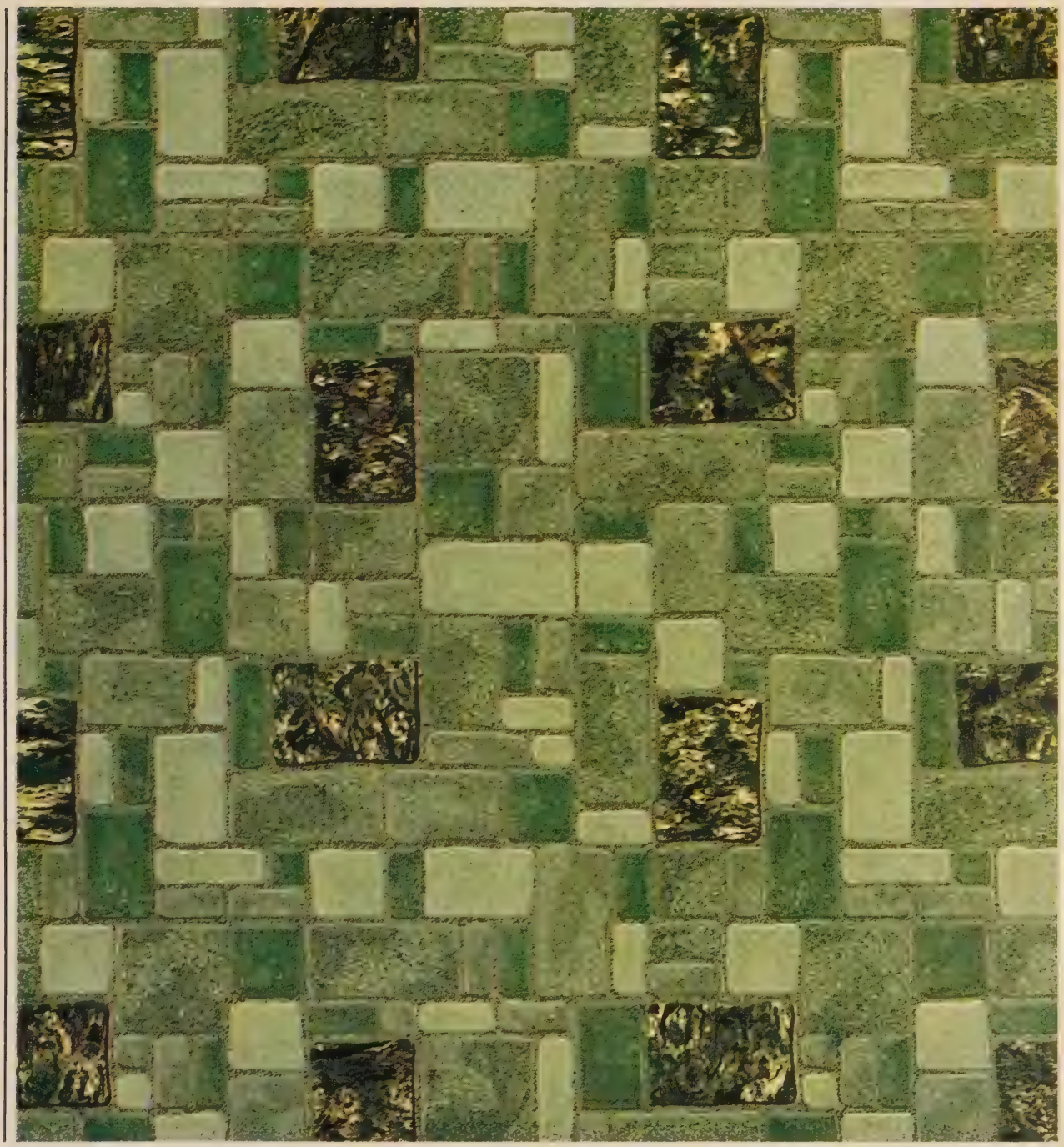
Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, tea rooms, nurseries, libraries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, radio stations, clubhouses, hospitals, tourist cabins.

Suggested Color Scheme for Club Room

Border.....No. 37
Linostrips.....No. 29
Cove and Base..Flash Type, No. 37
Wall.....Painted French gray
Trim.....Gray and rose-red
Curtain....Modern zebra chintz in gray, rose, and dark blue
Upholstery.....Dark blue, gray, and red
Rug.....Dark blue

Suggested Color Scheme for Powder Room

Border.....No. 37
Linostrips.....No. 23
Cove and Base..Flash Type, No. 37
Wall.....Modern wheat paper in rose-red and white
Trim.....White
Curtain....Modern silk and cotton satin in white
Upholstery.....White
Rug.....White



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6290 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMEOH

Design—This all-green coloring of an irregular tile design produces a cool, restful pattern that has many applications in homes and business places. The shaded green blocks are closely blended. Marbleized feature blocks in darker green are inset at intervals.

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, club-houses, hospitals, schools, barber shops, tourist cabins, florist shops.

Suggested Color Scheme for Specialty Shop

Border	No. 42	Upper Wall	Shaded from dove gray, light green to ivory
Linostrips	Nos. 22 and 23	Curtain	Cotton damask in green and white
Linowall, Full or Dado	No. 738	Upholstery	Dove gray
Cove and Base	Flash Type, No. 42		
Trim	Cream gray		

Suggested Color Scheme for Restaurant

Border	No. 21	Upper Wall	Bamboo design in green on white ground
Linostrip	No. 23	Trim	White with green accent
Linowall, Dado	No. 753	Curtain	Green fish-net
Cove and Base	Flash Type, No. 21	Upholstery	White or green

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 6291 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMEPE

Design—This irregular tile pattern with its old world charm is made up principally of shaded mottled blocks in reds and browns, separated by embossed interliners resembling mortar. The design is heightened by marbleized inset blocks in reds and browns.

Where to Use—Kitchens, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, barber shops, airport terminals, tourist cabins.

Suggested Color Scheme for Sun Porch

Border	No. 25	Trim	Gray, yellow, and green
Cove and Base	Flash Type, No. 25	Curtain	Heavy yellow texture
Wall	Gray paint	Upholstery	Yellow

Suggested Color Scheme for Book Shop

Border	No. 25	Trim	Natural pine
Linowall	No. 735	Curtain	Linen—rust and chartreuse
Cove and Base	Flash Type, No. 25		

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6300 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMJAW

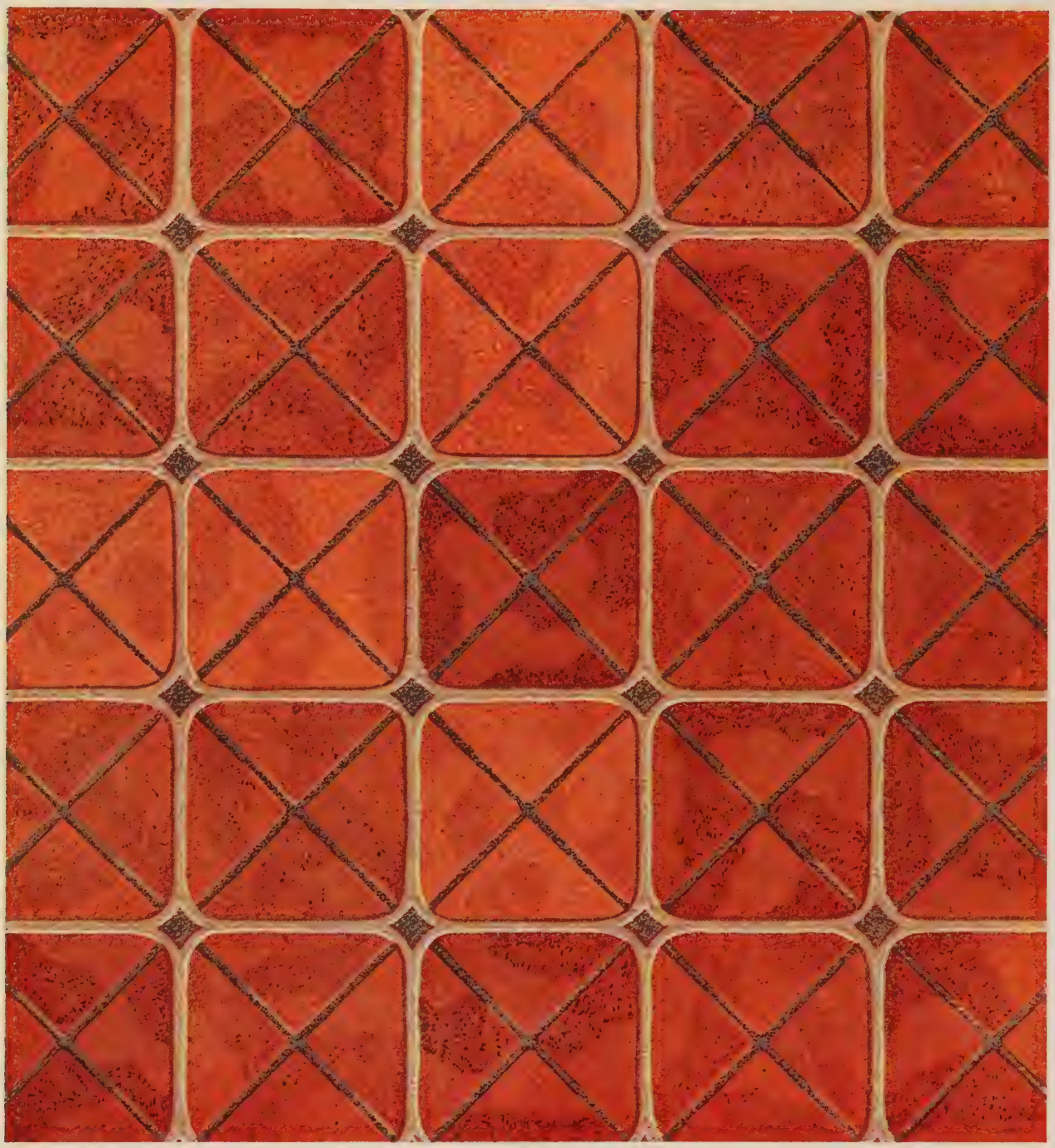
Design—Although this pattern is reminiscent of tile, it breaks completely with all precedent and takes its design from the motifs which modern designers have found so useful. Further interest is added to the modern mottled blocks by means of rectangular accent units placed at regular intervals in the design. **Where to Use**—Kitchens, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, clubhouses, coffee shops, lobbies, men's shops.

Suggested Color Scheme for Dining-room

Border	No. 20
Linostrip	No. 45
Linowall, Dado	No. 735
Cove and Base	Flash Type, No. 20
Trim	Pine
Upper Wall	Paper in white and tan design on apricot ground
Curtain	Rough fabric in apricot
Upholstery	Light brown
Rug	Brown

Suggested Color Scheme for Clubhouse

Border	No. 28
Linostrip	No. 45
Cove and Base	Flash Type, No. 28
Wall	Polka dot on emerald green paper
Trim	Ivory
Curtain	Ivory velvet
Upholstery	Green and tan leather
Rug	Tan



(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 6310 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMJEZ

Design—This pattern has the distinctive "three-level" embossing. The black diagonal interliners which cross the red blocks are depressed in the usual manner but the gray mortar lines around each block provide an especially pleasing raised effect caused by streamline embossing at both sides of the mortar lines.

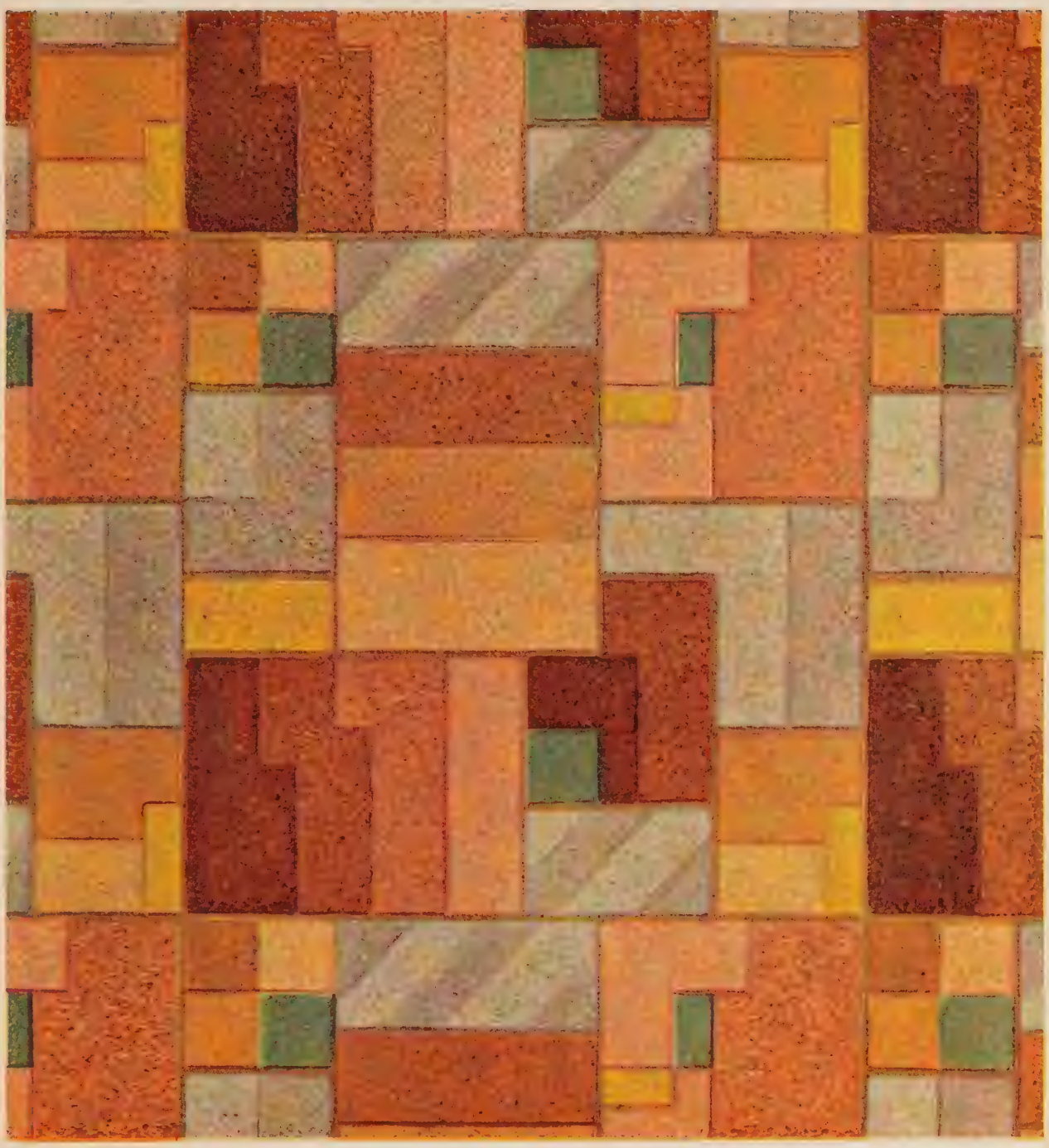
Where to Use—Kitchens, entrance halls, living-rooms, dining-rooms, sun porches, studies, libraries, breakfast rooms, small stores, beauty parlors, offices, restaurants, clubhouses, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, coffee shops, rathskellers, haberdasheries.

Suggested Color Scheme for Hall

Border.....No. 27
Cove and Base.....Flash Type, No. 27
Wall.....Gray paper, blue and yellow design
Trim.....Gray, with blue trim
Curtain.....Gray chintz with blue trim
Upholstery.....Blue
Rug.....Gray

Suggested Color Scheme for Dining-room

Border.....No. 25
Linowall, Dado.....No. 900
Cove and Base.....Flash Type, No. 25
Trim.....Natural pine
Upper Wall.....Rough textured rose paper
Curtain.....Flowered chintz
Upholstery.....Terra cotta
Rug.....Beige



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6320 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMAPP

Design—The angular design of this pattern will no doubt cause it to be classified as "modern" although it is equally at home in conservative surroundings. Tans and browns predominate throughout the entire design, with here and there a note of salmon red, taupe, and gray. Accent blocks are of green and gold. **Where to Use**—Entrance halls, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, offices, banks, restaurants, radio stations, hotel and apartment lobbies.

Suggested Color Scheme for Corridor or Lobby

Border.....No. 20
Linostrips.....No. 26
Linowall, Full or Dado....No. 732
Cove and Base..Flash Type, No. 20
Upper Wall.....Constellation in pale gray on coral
Trim.....Platinum
Curtain.....Light gray heavy textured material with diagonal stripe
Upholstery.....Coral
Rug.....Gray

Suggested Color Scheme for Men's Shop

Border.....No. 20
Linostrips.....No. 42
Linowall, Full or Dado....No. 735
Cove and Base..Flash Type, No. 20
Trim.....Pine
Upper Wall.....Painted sea-foam green
Curtain.....Bronze and green heavy woven rayon
Upholstery.....Green

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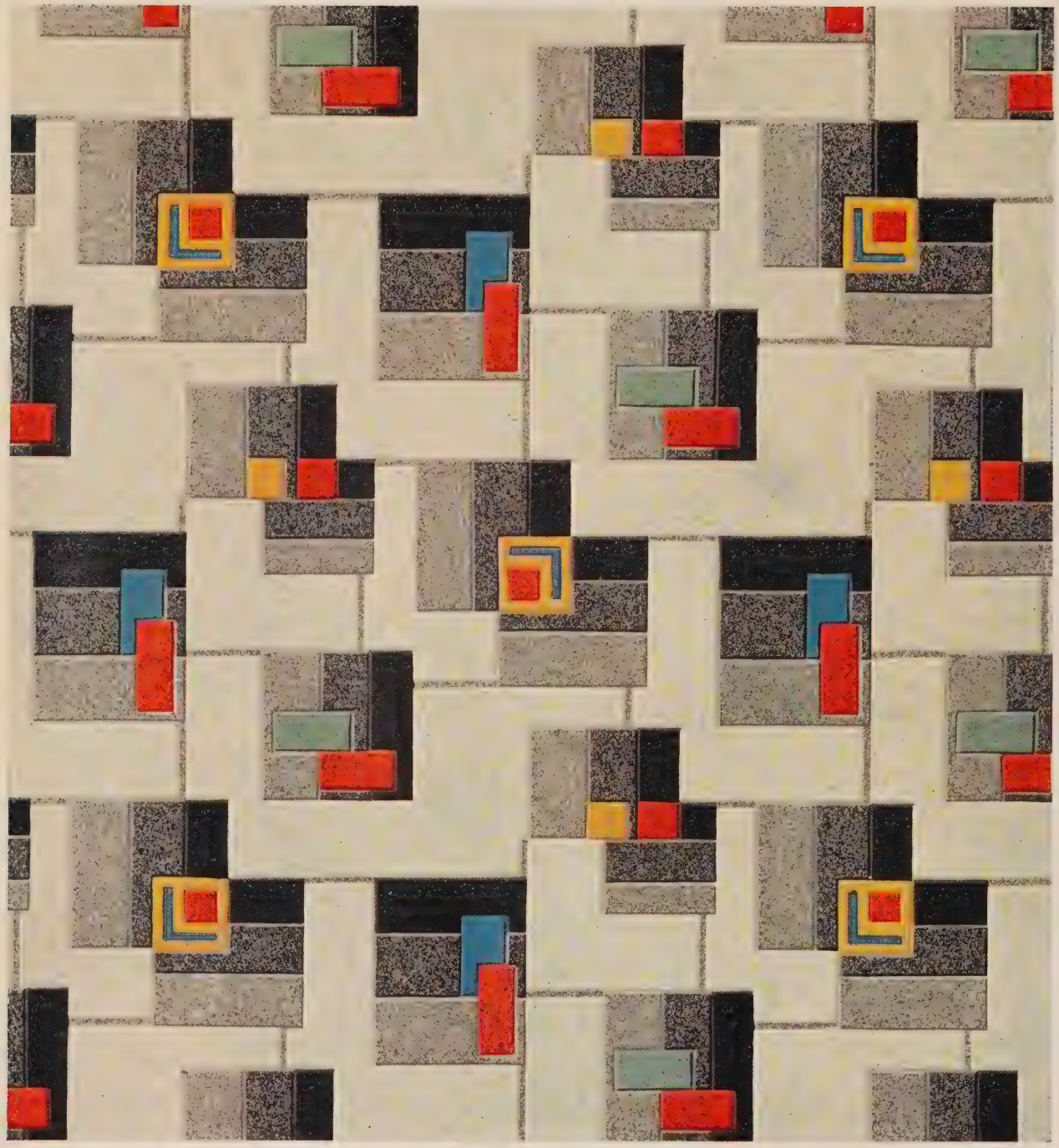


ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6350 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMBER

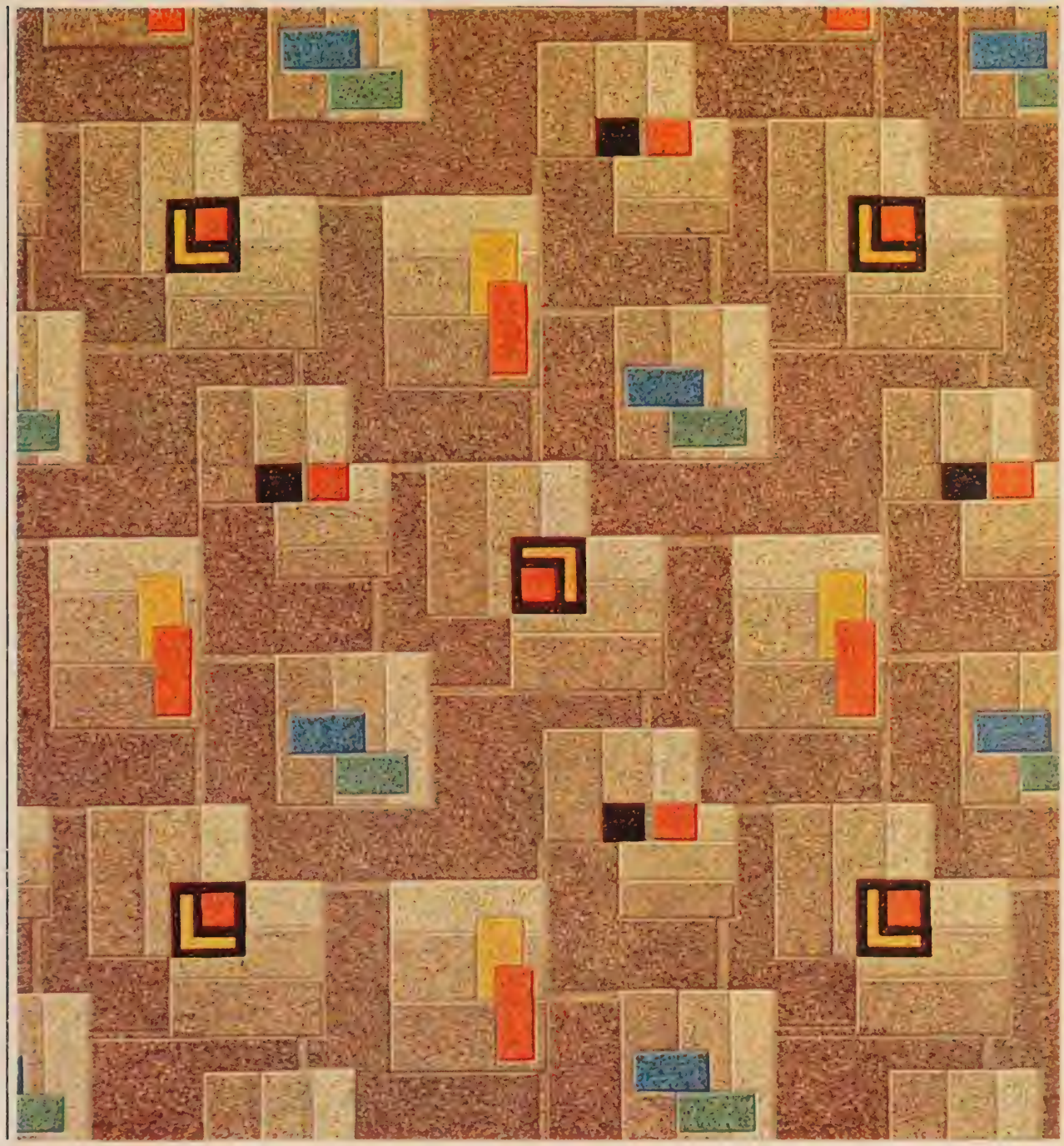
Design—A new residential design in Heavy Embossed features one of the most popular color combinations ever created for floors. Black and white, silver gray, and dark gray, form the background. Bright accent spots are of gold, blue, jade, and scarlet. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, tea rooms.

Suggested Color Scheme for Breakfast Room

Border	No. 27	Upper Wall	Chinese red pin stripe paper
Linostrips	No. 39	Curtain	Champagne organdy
Linowall, Dado	No. 737	Upholstery	Chinese red
Cove and Base	Flash, No. 27		
Trim	Semi-lustre ivory		

Suggested Color Scheme for Kitchen

Border	No. 27	Upper Wall	Flower pot paper in various colors
Linostrips	No. 44	Trim	Ivory
Linowall, Full or Dado	No. 753	Curtain	Green and yellow net
Cove and Base	Flash, No. 27		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6351 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMBHI

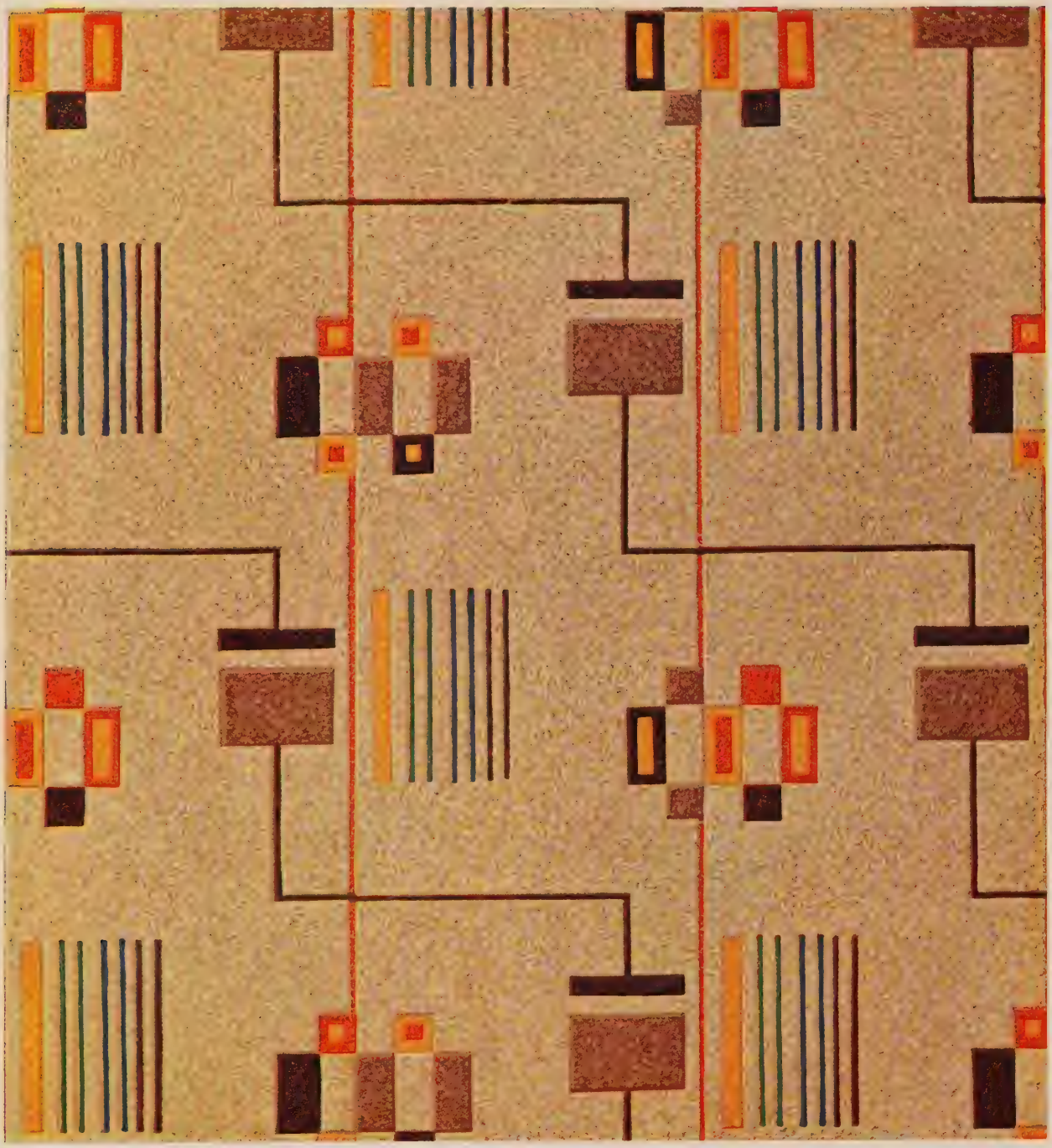
Design—Here is an open ground overlay pattern in Embossed Inlaid. This is one of the newer designs created primarily for residential use, but it is also bound to be popular in small shops. Its coloring is a softly shaded allover brown with brightly colored accents in gold, green, blue, orange, and burnt umber. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, barber shops, coffee shops.

Suggested Color Scheme for Kitchen

Border	No. 20	Upper Wall	Painted yellow
Linostrips	Nos. 43 and 48	Trim	Yellow
Linowall, Full or Dado	No. 750	Curtain	Yellow and ivory plaid oiled silk
Cove and Base	Flash Type, No. 20	Upholstery	Blue

Suggested Color Scheme for Breakfast Room

Border	No. 28	Upper Wall	Orange paper with fine plaid in ivory
Linostrips	No. 41	Curtain	Eggshell chintz with orange chintz binding
Linowall, Dado	No. 735	Upholstery	Brown
Cove and Base	Flash Type, No. 28		
Trim	Light brown		



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6360 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMCEO

Design—There's a textured feeling to this smart new Swedish modern pattern with its rough sand tone background and bright inset blocks. There is also a directional flow caused by the vertical strips of orange embossing which are spaced at frequent intervals. This effect is tempered by the diagonal embossed lines in brown.

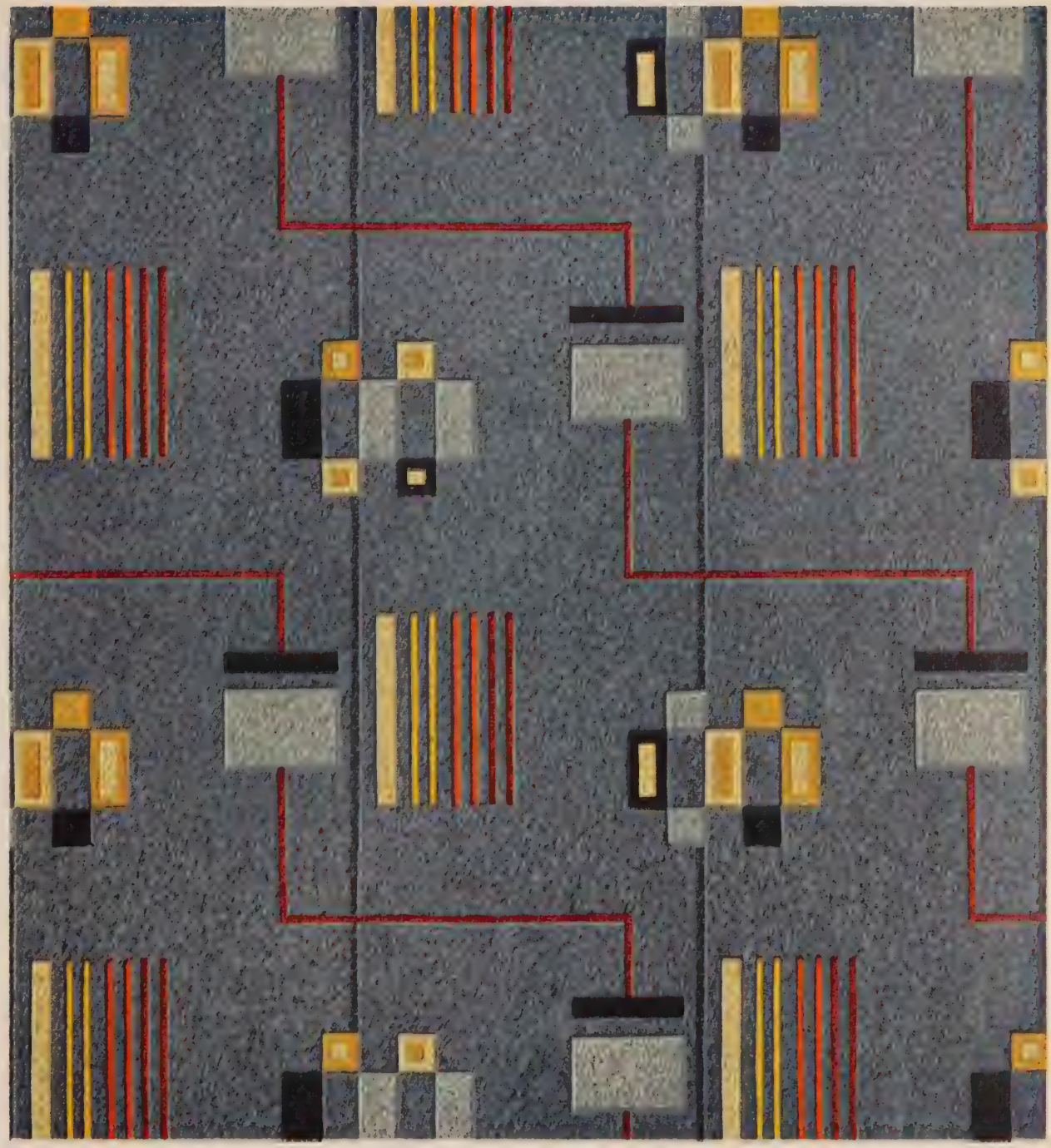
Where to Use—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, clubhouses, airport terminals, tourist cabins.

Suggested Color Scheme for Nursery

Border	No. 41
Linostrips	No. 33
Linowall, Dado	No. 738
Trim	Pale sage green
Curtain	Printed cretonne
Cove and Base	Wood painted pale sage green
Upper Wall	Painted pale green
Upholstery	White
Rug	Green

Suggested Color Scheme for Airport Terminal

Border	No. 46
Linostrips	No. 45
Linowall, Full or Dado	No. 736
Cove and Base	Wood to match Linowall
Trim	Wood stained to match Linowall
Curtain	Heavy cotton in beige and brown
Upholstery	Dull orange leather



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6361 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: AMCIM

Design—A Swedish modern textured effect is achieved in this remarkable pattern with its background of deep powder blue, the smart tile-like squares, and the lines of contrasting rich burgundy.

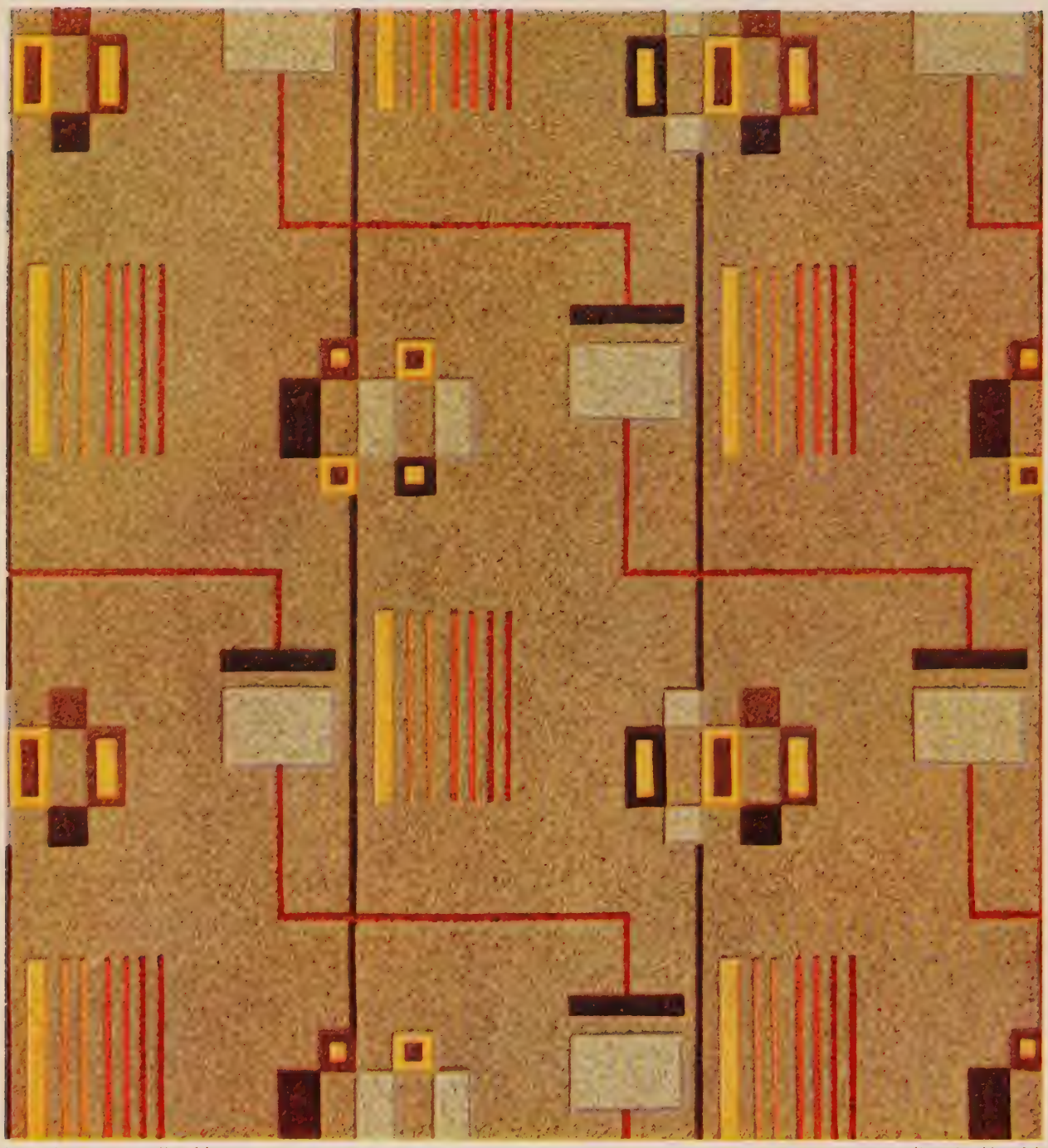
Where to Use—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, radio stations, clubhouses, exhibits, airport terminals.

Suggested Color Scheme for Recreation Room

Border	No. 30	Cove and Base	Wood, painted
Linostrip	No. 45		mandarin red
Linowall, Full or Dado	No. 735	Trim	Mandarin red
Upper Wall	Painted buff	Curtain	Red printed cretonne
		Upholstery	Red

Suggested Color Scheme for Kitchen

Border	No. 30	Upper Wall	Ivory paper with
Linostrip	No. 23		tiny blue figure
Linowall, Full or Dado	No. 737	Curtain	Blue
Cove and Base	Flash Type, No. 30		dotted swiss
Trim	Delphinium blue		



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 6362 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMCPA

Design—This fine pattern carries out its high style Swedish modern character with subdued accents in red, gold, brown, and gray. The richly textured background has the coloring of natural cork, which harmonizes with practically any decorative plan.

Where to Use—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, offices, radio stations, clubhouses, airport terminals, tourist camps, haberdasheries, book shops, tea rooms, and coffee shops.

Suggested Color Scheme for Bathroom

Border	No. 20	Upper Wall	Yellow paper with ivory flowers
Linostrip	No. 41	Trim	Canary yellow
Linowall, Full or Dado	No. 750	Curtain	Orange voile
Cove and Base	Flash Type, No. 20		

Suggested Color Scheme for Sun Porch

Border	No. 46	Cove and Base	Wood painted buff and cream
Linostrips	Nos. 45 and 39	Curtain	Brown printed linen
Linowall, Full	No. 735	Upholstery	Red
Trim	Buff and cream		

DISCONTINUED

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 16003 Embossed Inlaid—Heavy (1/8″) Gauge

Code Word: TEOCFIL

Design—Here is a large scale broken tile design that is somehow reminiscent of an old world baronial hall. While tile-reds predominate in the pattern there are also large units of gray and brown, all separated by gray mortar interliners. Special medallion features, such as floral and bird figures, high-spot the pattern.

Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, offices, showrooms, restaurants, clubhouses, exhibits, rathskellers, theatres, cocktail bars, hotel and apartment lobbies, tea rooms, coffee shops, banks.

Suggested Color Scheme for Dining-room

Border	No. 46	Upper Wall	White Temlok
Linostrip	No. 24	Trim	Walnut
Linowall, Dado	No. 736	Curtain	Red hand-blocked linen
Cove and Base	Flash Type, No. 46	Upholstery	Brown linen

Suggested Color Scheme for Sun Porch

Border	No. 25	Trim	Painted sage to match Linowall
Linowall to Ceiling	No. 738	Curtain	Green and white leaf cotton
Cove and Base	Flash Type, No. 25		

DURABLE HEAVY GAUGE LINOLEUM IS A REAL AID TO ECONOMY IN BUSY COMMERCIAL AND INSTITUTIONAL FLOORS

Armstrong's Heavy Gauge Linoleum is finding increasing favor among architects, building owners, and others who specify materials and control expenditures, because of its long life and low maintenance cost even under the most difficult conditions. Also, because of its greater resilience (due to the thicker linoleum mix keyed to the burlap backing), and because of its ability to conceal minor unevenness in the subfloor, this material is widely used where floors must be restful and exceptionally pleasing in appearance.

Like all Armstrong's Inlaid Linoleum, Heavy Gauge patterns keep their new appearance throughout their entire life, for the coloring runs clear through to the burlap. A simple, regular maintenance program preserves the surface freshness of the material for years.

In these days of functional design and color, commercial floors are called upon not only to make the rooms in which they are installed inviting to trade, but also to establish the identity of the owners. They can be made to do this by the use of distinctive patterns or inset trade-marks, lettering, or symbols.

For example, in the famous town of Santa Claus, Indiana, the Curtiss Candy Castle, illustrated above, is remembered by thousands of candy-buying youngsters because of its Armstrong's Linoleum Floor with Santa Claus and reindeer Linosets in many colors.

ARMSTRONG'S

(Size of Blocks—6″ x 6″)

(2 yards wide only)

No. 246 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASICACH

Design—Black and white marble effects are always suitable for residential and commercial floors. In this pattern, the popular checkerboard design is used with six-inch square blocks.

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, radio stations, hospitals, schools, hotel and apartment lobbies, barber shops, theatres.

Suggested Color Scheme for Theatre Lobby

Border	No. 27
Linostrips	Nos. 45 and 23
Linowall, Full or Dado	No. 702
Cove and Base	Flash, No. 27
Upper Wall	Painted taupe
Trim	Taupe with black accent
Curtain	Rose and white striped cotton damask
Upholstery	Rose
Rug	Rose

Suggested Color Scheme for Bank

Border	No. 27
Linostrip	No. 23
Linowall, Dado	No. 703
Cove and Base	Flash, No. 27
Upper Wall	Painted green
Trim	Black
Curtain	Striped satin in rose, green, white, and black
Upholstery	Dark green

(Size of Blocks—6″ x 6″)

(2 yards wide only)

No. 247 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASDTO

Design—One of the most popular designs in Straight Line Inlaid is the checkerboard. In this particular checkerboard pattern the blocks are six inches square. The walnut brown marble blocks are alternated with cream units flecked with terra cotta and brown.

Where to Use—Bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, libraries, breakfast rooms, small stores, large stores, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, theatres.

Suggested Color Scheme for Hotel Lobby

Border	No. 46	Curtain	Blocked linen in taupe, orange, and brown
Linostrip	No. 41	Upholstery	Orange leather
Linowall, Full or Dado	No. 702	Rug	Brown
Cove and Base	Flash Type, No. 46		
Trim	Taupe		

Suggested Color Scheme for Entrance Hall

Border	No. 27	Upper Wall	Scenic paper in slate blue and terra cotta
Linostrip	No. 25	Curtain	Rose silk marquisette
Linowall, Full or Dado	No. 706	Upholstery	Slate and blue
Cove and Base	Flash Type, No. 27	Rug	Terra cotta
Trim	Platinum		

(Size of Blocks—about 6″ square) (2 yards wide only)

No. 356 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASIBLOZ

Design—This is a variation of the popular checkerboard design, one of the favorite designs in Straight Line Inlaid. It is made up of contrasting black and white marble blocks, six inches square. But instead of being arranged in the usual checkerboard fashion, the marbleized squares in this pattern are laid on the diagonal.

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops.

Suggested Color Scheme for Dining-room

Border	No. 021	Curtain	Yellow taffeta with silver braid
Cove and Base	Flash Type, No. 021	Upholstery	Yellow
Wall	White paper, silver stripe	Rug	Black
Trim	White with gray trim		

Suggested Color Scheme for Powder Room

Border	No. 021	Trim	Black with rose trim
Linowall, Dado	No. 703	Curtain	Rose silk
Cove and Base	Flash Type, No. 021	Upholstery	Rose
Upper Wall	Silver with rose design	Rug	Gray

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 602 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASTUC

Design—While the comparatively large design and restrained coloring of this pattern at first suggest its use in rooms of dignity or formality, it will be quickly discovered that the varied blended tones may also be used in creating less conservative interiors. **Where to Use**—Entrance halls, sun porches, studies, recreation rooms, libraries, small stores, large stores, beauty parlors, offices.

Suggested Color Scheme for Study

Border	No. 20	Trim	Brown
Cove and Base	Flash Type, No. 20	Curtain	Yellow printed linen
Linowall, Full or Dado	No. 735	Upholstery	Brown
Upper Wall	Cream gray paint	Rug	Gray

Suggested Color Scheme for Restaurant

Border	No. 46	Upper Wall	Red paper
Linowall, Dado	No. 736		Chinese design
Cove and Base	Flash Type, No. 46	Curtain	Brown moire
Trim	Walnut	Upholstery	Red velvet

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 660 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASELM

Design—Nature's colors are always pleasing. Here, green and brown are combined in a fresh, crisp pattern which will make a room seem more cheerful and sunny. The streamlined simplicity of its design harmonizes with informal, modern interiors, whether they are large or small. For business or residential installations.

Where to Use—Kitchens, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, showrooms, restaurants, hospitals, barber shops, corridors, banks, cocktail lounges.

Suggested Color Scheme for Sun Porch

Border	No. 27
Linostrips	No. 42
Linowall, Full or Dado	No. 737
Cove and Base	Flash Type, No. 27
Upper Wall	Light green
Trim	Ivory with green accent
Curtain	Heavy texture in yellow with green stripe
Upholstery	Green
Rug	Green or tan

Suggested Color Scheme for Automobile Showroom

Border	No. 46
Linostrips	Nos. 42 and 20
Linowall, Full or Dado	No. 735
Cove and Base	Flash Type, No. 46
Upper Wall	Green
Trim	Pine
Curtain	Natural linen printed in green and brown
Upholstery	Brown or green leather

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 661 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASELR

Design—A warm brown coloring of a modern pattern. The colors of the irregular shaped blocks range from a light creamy tan through the darker colors into a deep walnut brown. Much of the modern feeling is created by the bright scarlet chevrons.

Where to Use—Kitchens, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, night clubs, restaurants, cocktail lounges, clubhouses, hospitals, hotel and apartment lobbies, barber shops.

Suggested Color Scheme for Cocktail Lounge

Border	No. 27	Trim	Taupe
Linostrip	No. 40	Curtain	Chintz in Chinese design on black ground
Linowall, Full or Dado	No. 702	Upholstery	Red
Cove and Base	Flash Type, No. 27	Rug	Red
Upper Wall	Painted red		

Suggested Color Scheme for Clubhouse

Border	No. 27	Trim	Cream, red, black
Linostrip	No. 39	Curtain	Natural fish-net and nautical designed chintz
Linowall, Full or Dado	No. 706	Upholstery	Red or tan
Cove and Base	Flash Type, No. 27	Rug	Tan
Upper Wall	Painted cream		

DISCONTINUED

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 670 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASLEW

Design—The serviceable marbled field of this open ground overlay pattern glows warmly with coral tints, while tan, green, and coral accents suggest a number of schemes for room decoration. Open ground designs tend to create spaciousness in small rooms.

Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, showrooms.

Suggested Color Scheme for Breakfast Room

Border	No. 21	Upper Wall	Tan paper with design in taupe
Linostrips	Nos. 28 and 41	Trim	Light tan
Linowall, Dado	No. 738	Curtain	Green silk
Cove and Base	Flash Type, No. 21		

Suggested Color Scheme for Kitchen

Border	No. 28	Cove and Base	Flash Type, No. 28
Linostrip	No. 44	Trim	Sage—tan trim
Linowall, Full or Dado	No. 737	Curtain	Brown and white organdy
Upper Wall	Painted ivory	Upholstery	Tan

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 671 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASLOB

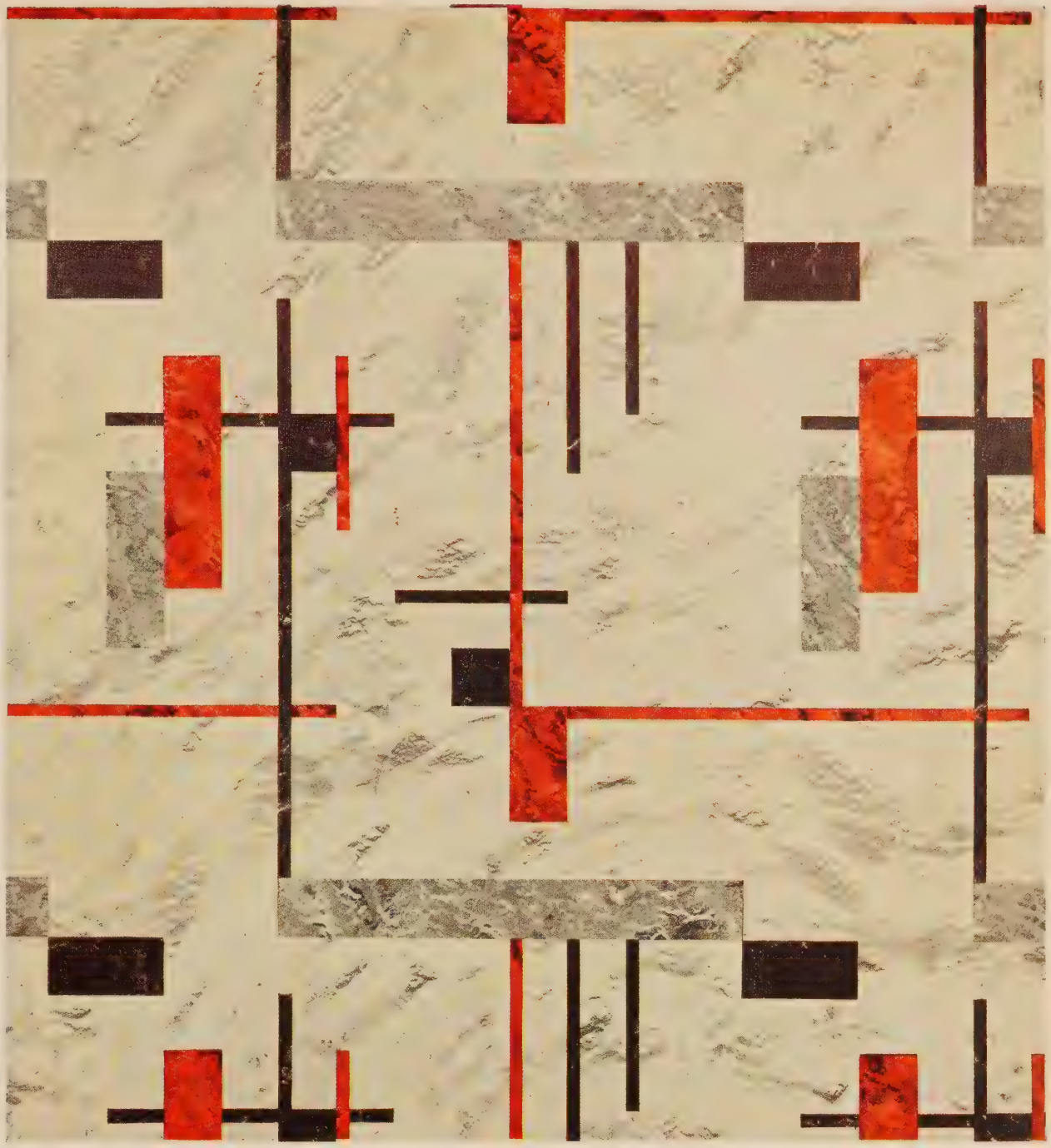
Design—Many small, dark rooms seem larger and better lighted when a wisely selected floor is installed. This pattern happily combines an open, spacious design, brightened by indigo and jewel colors, with an unusually light but practical marbled background which effectively conceals footprints and tracked-in dirt. **Where to Use**—Kitchens, bathrooms, breakfast rooms, stores.

Suggested Color Scheme for Kitchen

Border.....No. 29
Linowall, Full or Dado... No. 704
Cove and Base..Flash Type, No. 29
Upper Wall... Plaid ribbon paper
Trim.....White
Curtain.....White organdy

Suggested Color Scheme for Breakfast Room

Border.....No. 30
Cove and Base..Flash Type, No. 30
Wall.....Light blue paint
Trim....Light blue with ivory trim
Curtain.....Dimity, white with flower print



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 673 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASLNO

Design—Rooms in homes or business establishments may be given a sense of spaciousness and modern freshness by the open ground overlay design and the light coloring of this pattern. The white background is softened by attractive marbling which has the practical advantage of hiding footprints and tracked-in dirt.

Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, beauty parlors, barber shops, powder rooms, grocery stores, delicatessens, tea rooms, butcher shops, florist shops, libraries.

Suggested Color Scheme for Powder Room

Border	No. 27	Upper Wall	Silver, white paper
Linostrips	Ncs. 23 and 26	Trim	Silver—red trim
Linowall, Dado	No. 703	Curtain	Red oiled silk
Cove and Base	Flash Type, No. 27	Upholstery	Red

Suggested Color Scheme for Beauty Shop

Border	No. 27	Trim	White
Linowall, Dado	No. 704	Curtain	White organdy
Cove and Base	Flash Type, No. 27	Upholstery	Black
Upper Wall	Modern, white ribbon	Rug	Black

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 680 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASHLO

Design—This new design features a crisp, distinct graining of the nine-inch marbled background blocks and bright, custom-type accents. The light pastel coloring of this pattern is especially suitable for residential work as well as for commercial areas.

Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, small stores, beauty parlors, showrooms, exhibits.

Suggested Color Scheme for Candy Shop

Border	No. 46	Trim	Rose-tint
Linowall, Full or Dado	No. 705	Curtain	Brown organdy with white wool pompons
Cove and Base	Flash Type, No. 46	Upholstery	Brown
Upper Wall	Painted rose-tint		

Suggested Color Scheme for Breakfast Room

Border	No. 20	Upper Wall	Green ivy paper
Linostrip	No. 23	Trim	Ivory
Linowall, Dado	No. 737	Curtain	Ivory voile
Cove and Base	Flash Type, No. 20	Upholstery	Pale green

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 681 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASHKA

Design—Marbelle Linoleum is popular. Block designs are popular. Custom floors with hand-set insets are popular. This pattern, which consists of large marbleized blocks with accent colors resembling hand-set designs, offers a combination of all these popular features. The iridescent blues and golds make it particularly bright and sunny, a fine choice for darkish rooms. **Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, showrooms, restaurants, exhibits, hotel and apartment lobbies, barber shops, airport terminals, theaters.

Suggested Color Scheme for Tea Room

Border	No. 27
Linostrip	No. 42
Linowall, Dado	No. 738
Cove and Base	Flash Type, No. 27
Trim	Green to match Linowall
Upper Wall	Green and white broad striped paper
Curtain	Modern textured fabric in green and white
Upholstery	Black

Suggested Color Scheme for Sun Porch

Border	No. 30
Linostrips	No. 42
Linowall, Dado	No. 706
Cove and Base	Flash Type, No. 30
Trim	Cream
Upper Wall	Plastic paper in jade
Curtain	Blue and green linen
Upholstery	Green or cream
Rug	Dark blue

DISCONTINUED

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 682 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASHIN

Design—Rich earth tones veined with sienna and Venetian red make this pattern suitable for formal rooms and areas, although the warmth in its alternating 9-inch background blocks is widely adaptable. The design features the new, crisp marble graining.

Where to Use—Entrance halls, dining-rooms, sun porches, recreation rooms, libraries, small stores, large stores, offices, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and theater lobbies, airport terminals.

Suggested Color Scheme for Hotel Dining-room

Border	No. 46
Linostrips	Nos. 45 and 25
Linowall, Full	No. 706
Cove and Base	Flash Type, No. 46
Trim	Buff
Curtain	Blocked linen in blue, buff, terra cotta, and green
Upholstery	Terra cotta
Rug	Terra cotta

Suggested Color Scheme for Theater Lobby

Border	No. 46
Linostrip	No. 39
Linowall, Full	No. 736
Cove and Base	Flash Type, No. 46
Ceiling	Chinese red
Trim	Walnut
Curtain	Modern in Chinese red
Upholstery	Chinese red leather
Rug	Chinese red

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 683 Straight Line Inlaid—Heavy (1/8″) Gauge

Code Word: ASHBY

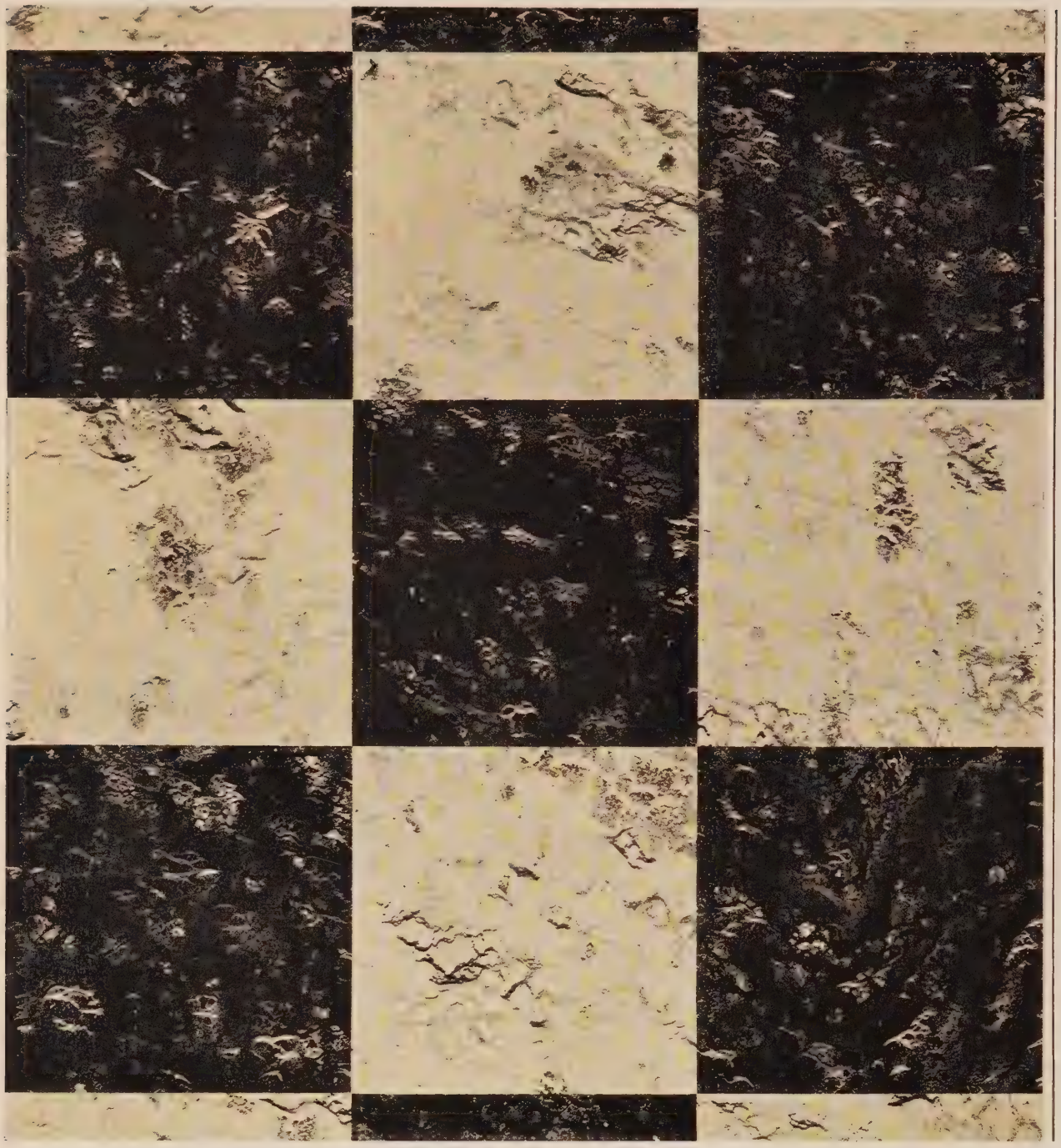
Design—A nine-inch marble block pattern in a deep travertine coloring similar to No. 09 Marbelle. Added interest is given to the design by the simplified inset blocks in brown, onyx, and burnt umber. This wide open ground effect creates almost the appearance of a custom floor in a coloring that will prove to be equally effective in commercial or residential installations. **Where to Use**—Entrance halls, dining-rooms, libraries, small stores, large stores, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, drug stores.

Suggested Color Scheme for Office

Border	No. 46	Upper Wall	Gray-green paper
Linostrip	No. 42	Curtain	Green fabric in basket weave
Linowall, Full or Dado	No. 735	Upholstery	Green or brown leather
Cove and Base	Flash Type, No. 46	Rug	Dark green
Trim	Pine		

Suggested Color Scheme for Hotel Lobby

Border	No. 46	Curtain	Multicolored blocked linen
Linostrip	No. 45	Upholstery	Brown, fawn, or rose
Linowall, Full	No. 702	Rug	Brown
Cove and Base	Flash Type, No. 46		
Trim	Cream gray		



(Size of Blocks—9" x 9")

(2 yards wide only)

No. 13020 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: DAIBULV

Design—The dignity of old world marble makes this pattern especially suitable where an atmosphere of formality is desired. Deeply grained, it is practical from the standpoint of concealing footprints and tracked-in dirt, yet characteristically easy to clean.

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, banks, restaurants, clubhouses, hospitals, barber shops, theatres, radio stations, churches.

Suggested Color Scheme for Bathroom

Border.....No. 27
Linostrips.....No. 48
Linowall.....No. 734
Cove and Base..Flash Type, No. 27
Wall...Gray paper with white dots and yellow and white sprays
Trim.....White with yellow stripe
Curtain.....White organdy
Rug.....Yellow

Suggested Color Scheme for Drug Store

Border.....No. 021
Linostrips.....No. 37
Linowall.....No. 704
Trim.....Deep rose with chromium trim
Cove and Base..Flash Type, No. 021
Curtain.....White sheer material with stripes of cellophane
Wall.....Deep rose paper with white pin dots

(Size of Blocks 9" x 9")

(2 yards wide only)

No. 13022 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASWOC

Design—Close harmony of warm brown tones, ranging from golden tan to rich chocolate, prevents the comparatively large tile design from making rooms appear small. Thus, this conservative, dignified pattern may be used for both large and small areas.

Where to Use—Bathrooms, entrance halls, living-rooms, dining-rooms, studies, sun porches, large stores, beauty parlors, offices, banks, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, barber shops.

Suggested Color Scheme for Sun Porch

Border	No. 46	Cove and Base	Natural pine
Linostrips	No. 48	Trim	Natural pine
Linowall	No. 735	Curtain	Printed linen—yellow and brown

Suggested Color Scheme for Office

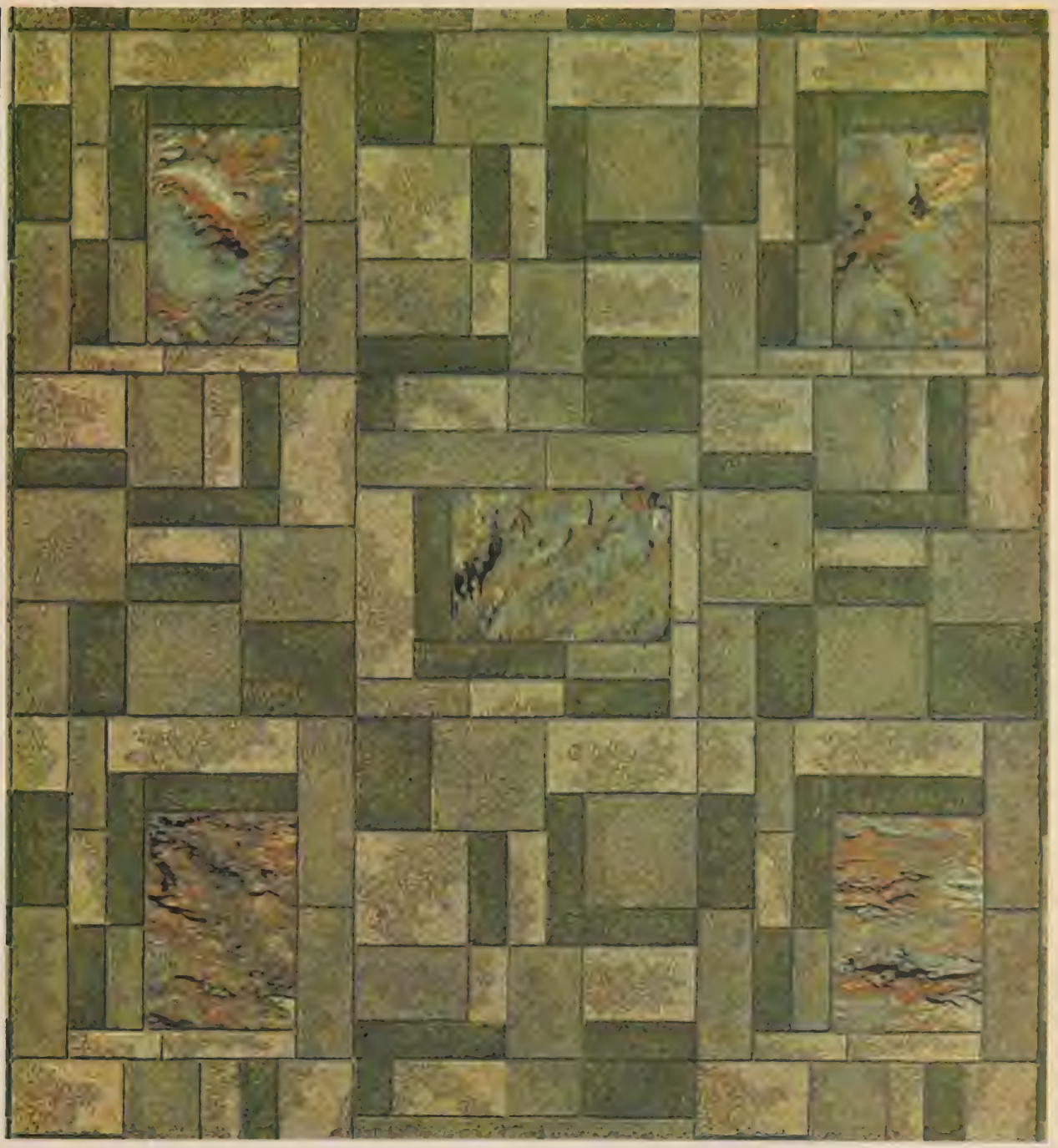
Border	No. 20	Wall	Light green
Linostrips	No. 42	Trim	Tan
Cove and Base	Wood	Curtain	Tan and brown brocade

MEDIUM GAUGE EMBOSSED INLAID LINOLEUM IS WIDELY USEFUL AS SERVICEABLE AND ATTRACTIVE FLOORING IN HOMES

Typical of the many areas in a home where the smart designs and good wearing qualities of Medium Embossed are desirable is the inviting entrance hall above, where the warm brick tones of Pattern 3350 are combined with No. 900 Knotty Pine Linowall.

Providing a combination of durability, excellent coloring, and moderate cost, Armstrong's Medium Gauge Embossed Inlaid Linoleum is a popular material wherever fine floors are desired at a price that is well within the average purchaser's budget.

The assortment of patterns includes designs suitable for every room of a residence, as well as for stores, offices, and school and hospital areas where traffic is not so severe as to require heavier gauges of material.



(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 3280 Embossed Inlaid—Medium Gauge

Code Word: BEPXI

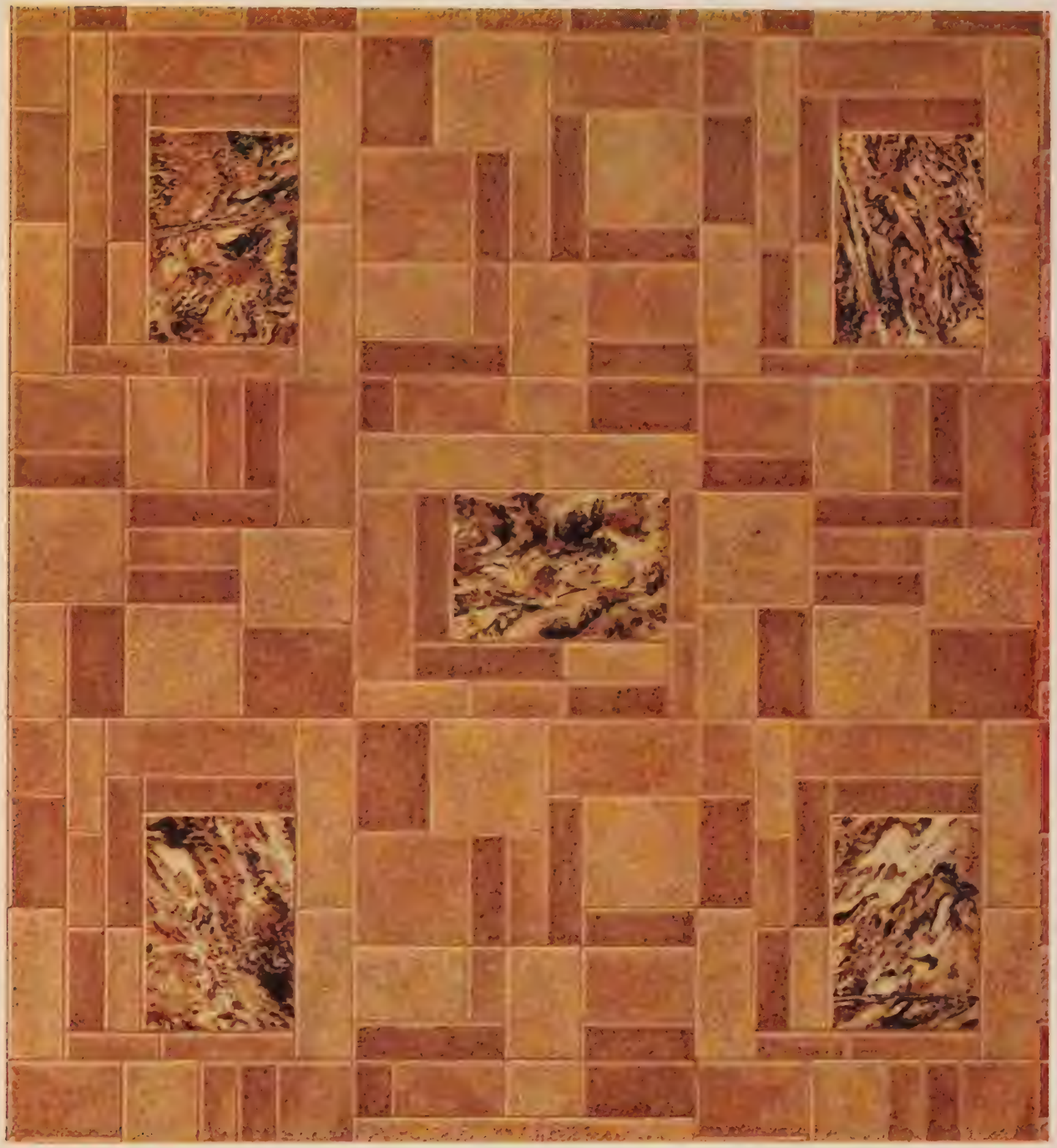
Design—Rooms on the sunny side of homes or buildings generally call for cool floor patterns. Here soft tones of green suggest color schemes in green or gray, although the underlying tints permit the advantageous use of light tan or sandstone treatments. The casually placed marbled blocks add to the impression of depth. **Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, offices, restaurants, clubhouses.

Suggested Color Scheme for Bathroom

Border ..... No. 21
Linostrips ..... Nos. 42 and 23
Linowall, Full or Dado .... No. 732
Cove and Base .. Flash Type, No. 21
Trim ..... Platinum
Upper Wall .... Paper in free design of light green and coral
Curtain ..... Gray-green oiled silk
Upholstery ..... Gray-green
Rug ..... Gray

Suggested Color Scheme for Sun Porch

Border ..... No. 21
Linostrip ..... No. 42
Linowall, Full or Dado .... No. 737
Cove and Base .. Flash Type, No. 42
Ceiling ..... Ivory
Trim ..... Semi-lustre cream
Curtain ..... Chintz in yellow, fawn, and brown on jade
Upholstery ..... Yellow
Rug ..... Fawn



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3281 Embossed Inlaid—Medium Gauge

Code Word: BEPYF

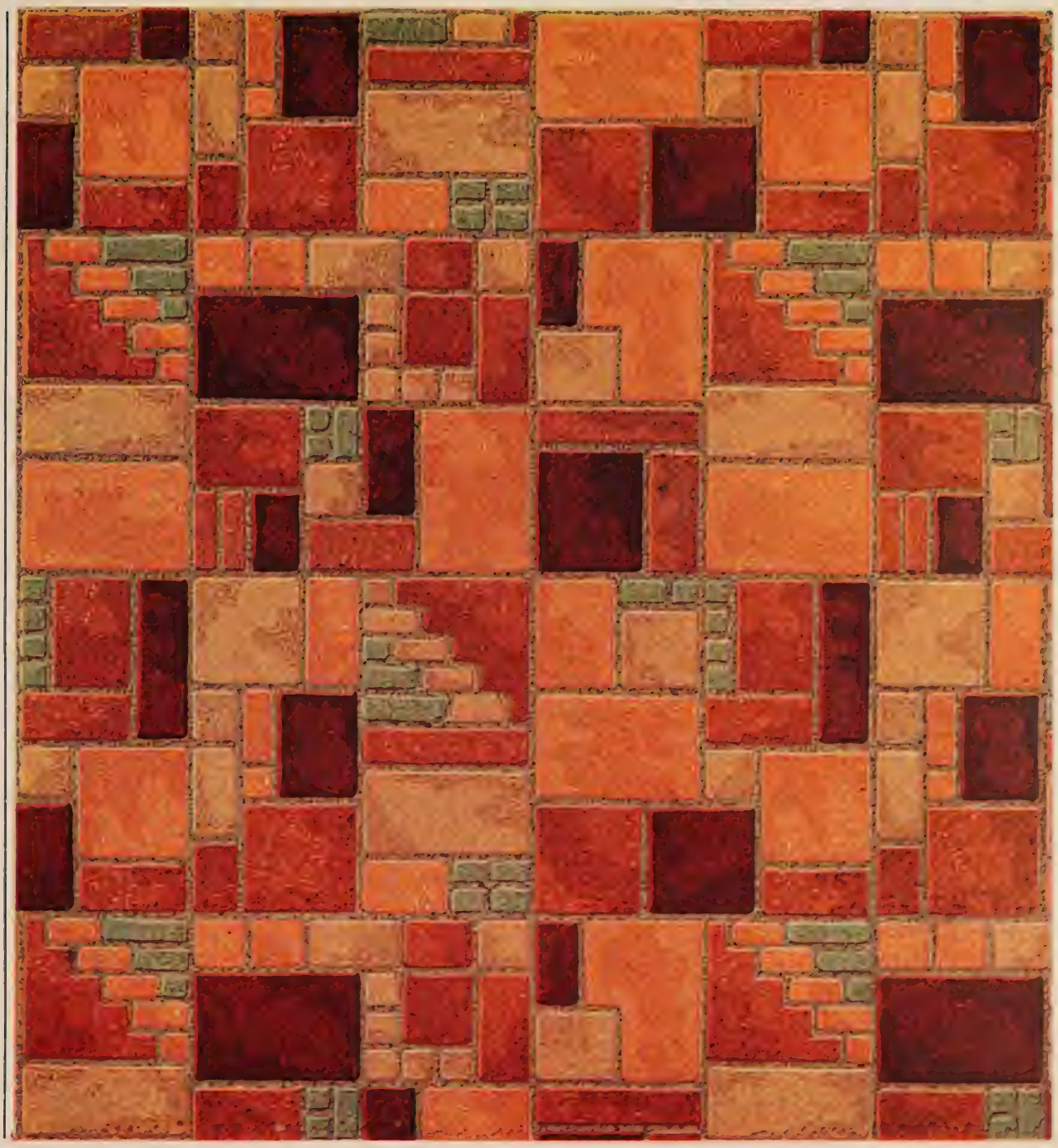
Design—Mellow blending of brown tones creates this quiet, conservative pattern upon which almost any decorative scheme may be built. The design is given depth by the occasional inset blocks of darker marbled shades, as well as by the embossed interliners. **Where to Use**—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, small stores, offices.

Suggested Color Scheme for Library

Border	No. 46
Linostrips	No. 43
Linowall	No. 735
Cove and Base	Wood
Trim	Walnut
Curtain	Hand blocked linen in red, brown, and yellow on blue
Upholstery	Blue and red
Rug	Blue

Suggested Color Scheme for Living-room

Border	No. 20
Cove and Base	Flash Type, No. 20
Wall	Dark green paper with white medallions
Trim	Cream gray
Curtain	Copper and green rough texture material
Upholstery	Green
Rug	Copper brown



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3290 Embossed Inlaid—Medium Gauge

Code Word: BERAL

Design—Warm tones make this embossed pattern especially suitable for rooms on the cold side of the house, although it is equally attractive when used in sunny rooms. Terra cotta, strawberry, green, and tan are closely blended in the irregular design. **Where to Use**—Kitchens, sun porches, breakfast rooms, rear entries, bathrooms, recreation rooms, small stores, coffee shops.

Suggested Color Scheme for Breakfast Room

Border.....No. 25
Linowall, Full or Dado....No. 753
Wall.....Paper—strawberry design
Trim.....White and red
Curtain.....White organdy cross barred in green
Upholstery.....Red leather
Rug.....Terra cotta

Suggested Color Scheme for Sun Porch

Border.....No. 25
Linowall, Full or Dado.....No. 735
Upper Wall.....Green paint
Trim.....Pine
Curtain.....Printed linen in tan, terra cotta, and green
Upholstery..Terra cotta and green
Rug.....Tan

(Size of Blocks—6″ x 6″) (2 yards wide only)

No. 3350 Embossed Inlaid—Medium Gauge

Code Word: BEAWY

Design—The rich, natural tile coloring of this clean-cut pattern by no means limits its applications. Terra cotta is a basic color in decoration, and will give warmth and life to a wide variety of interiors, whether they are for business or for private residences.

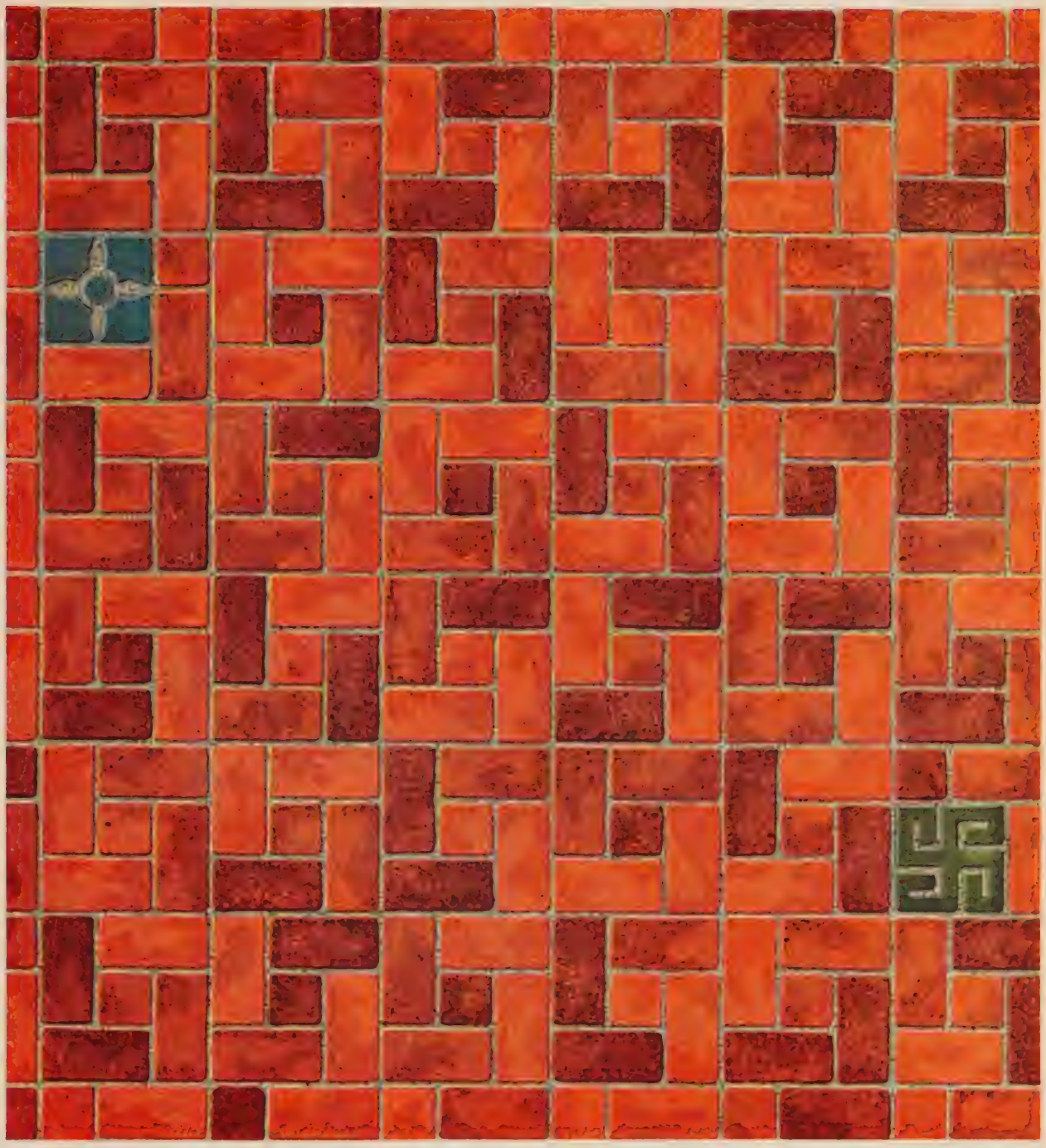
Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, stores, offices, restaurants, clubhouses, schools, hotel and apartment lobbies, churches.

Suggested Color Scheme for Office

Border	No. 25	Trim	Sage
Linostrip	No. 26	Curtain	Natural linen printed in tan, rose, and terra cotta
Linowall	No. 738	Upholstery	Terra cotta
Cove and Base	Flash Type, No. 25	Rug	Sage green
Upper Wall	Rose tan		

Suggested Color Scheme for Sun Porch

Border	No. 25	Trim	Platinum accented with canary yellow
Linostrips	No. 26	Curtain	Linen damask in gold
Linowall	No. 732	Upholstery	Light gray or yellow
Cove and Base	Flash Type, No. 25	Rug	Light gray
Upper Wall	Pearl gray		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3361 Embossed Inlaid—Medium Gauge

Code Word: BEIGA

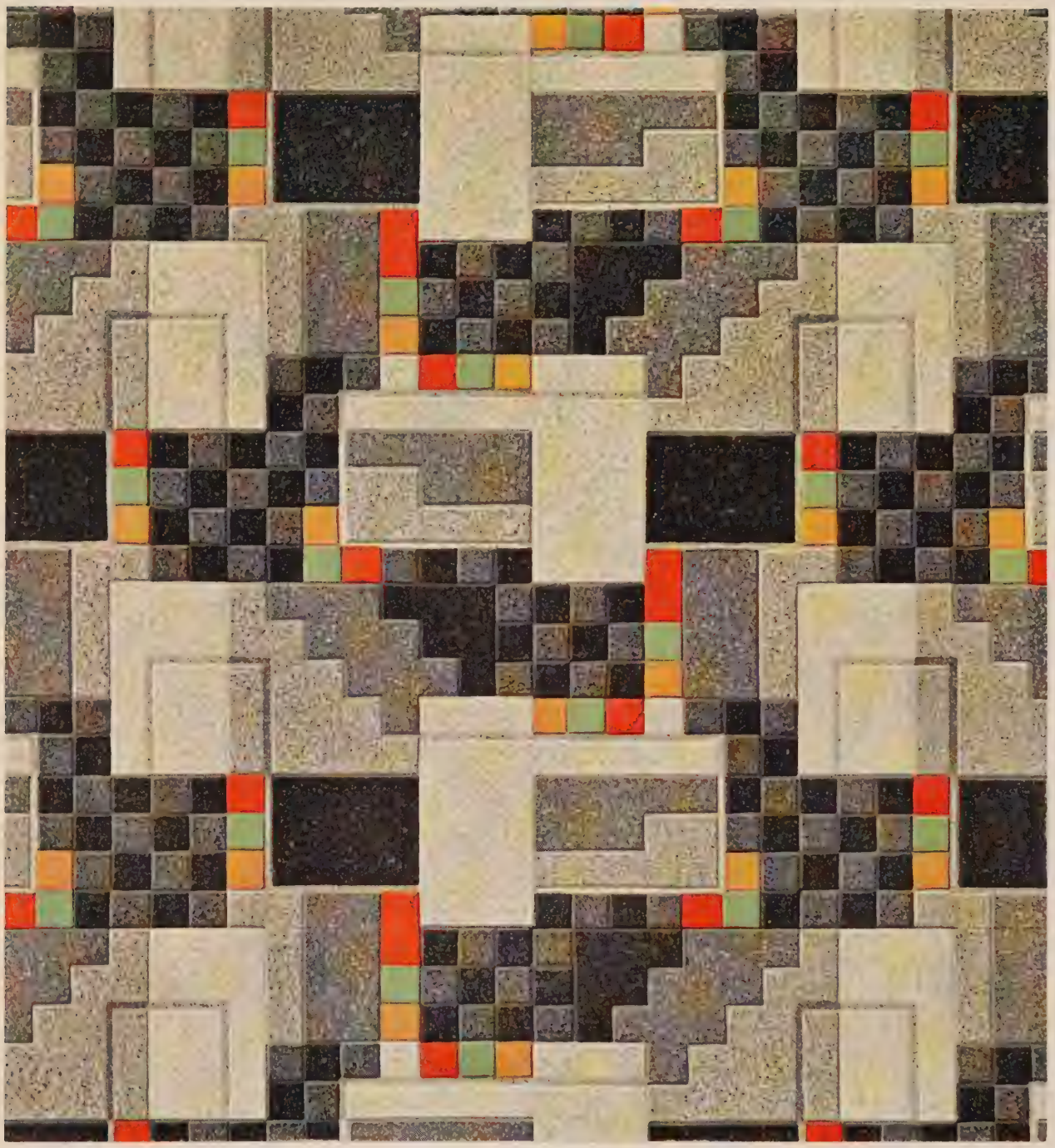
Design—Used as often for warm contrast as for harmony with richly colored furnishings, this clean-cut, three dimensional pattern is always a smart choice. Shaded blocks of terra cotta, interlined with gray, are accented by random blocks of bright, variously colored geometric designs. Rounded embossing is easy to keep clean. **Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, offices, clubhouses, barber shops, tourist cabins, exhibits.

Suggested Color Scheme for Small Shop

Border	No. 25	Trim	Platinum with terra cotta accent
Linostrips	No. 24	Curtain	Green Revolite
Linowall	No. 732	Upholstery	Green
Cove and Base	Flash Type, No. 25		

Suggested Color Scheme for Kitchen

Border	No. 25	Upper Wall	Pale blue paint
Linostrips	No. 43	Trim	Pale blue and green
Linowall, Full or Dado	No. 751	Curtain	Dimity print in blue, green, and terra cotta
Cove and Base	Flash Type, No. 25		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3381 Embossed Inlaid—Medium Gauge

Code Word: BECOD

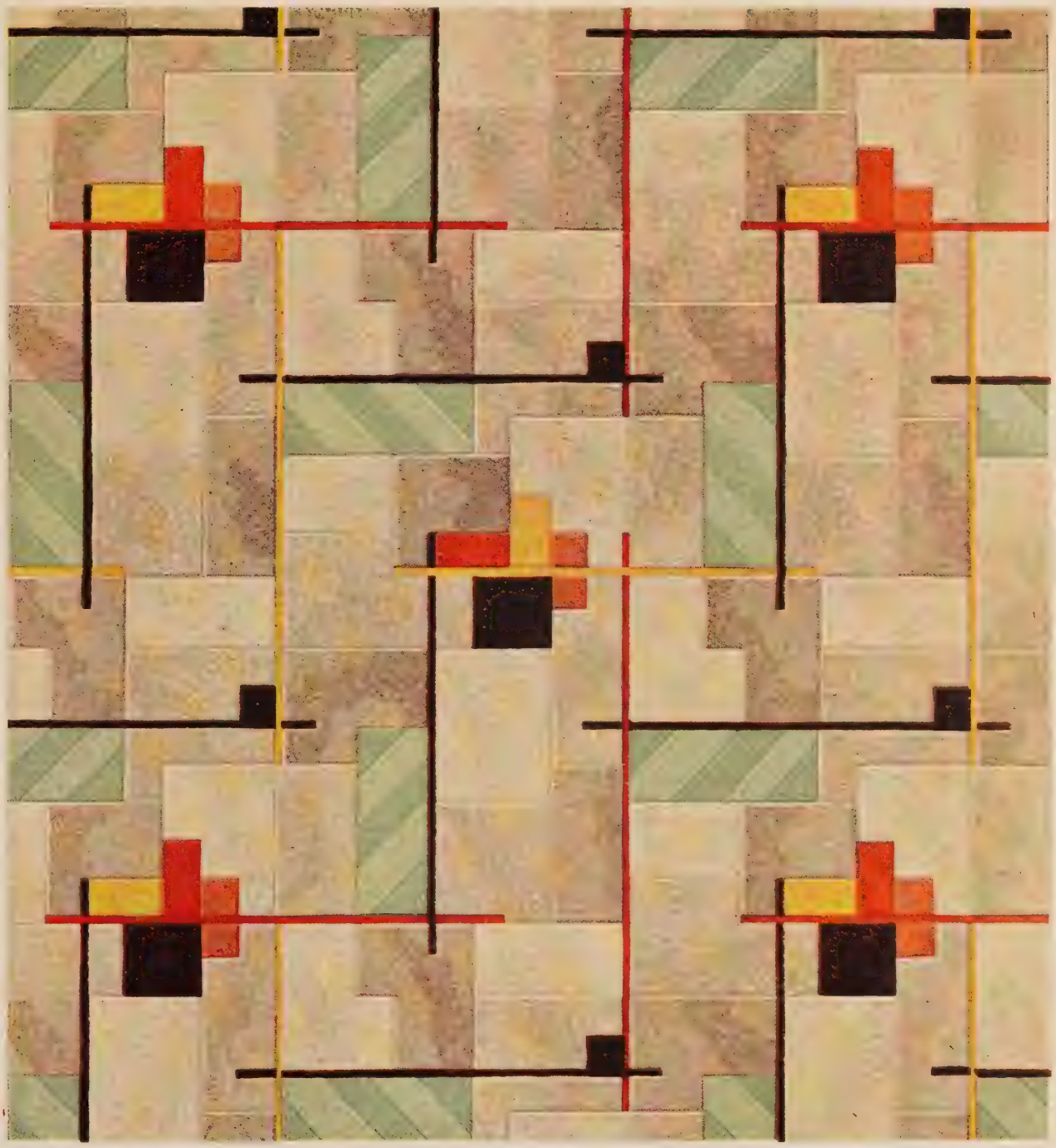
Design—Here's a jolly tile design which will add the needed touch to many a room. Red, green, or yellow for the walls or furnishings will tie in nicely with the color accents. Armstrong streamlined embossing prevents dirt from catching or sticking. **Where to Use**—Kitchens, breakfast rooms, rear entries, barber shops, tourist cabins, tea rooms, game rooms, gift shops, bathrooms.

Suggested Color Scheme for Kitchen

Border	No. 27
Linostrips	Nos. 39 and 23
Linowall, Dado	No. 752
Cove and Base	Flash Type, No. 27
Upper Wall	White paper with red and green flower design
Trim	White—red and green trim
Curtain	Green oiled silk

Suggested Color Scheme for Bathroom

Border	No. 27
Linostrips	Nos. 22 and 48
Linowall, Dado	No. 750
Cove and Base	Flash Type, No. 27
Upper Wall	Gray and white striped paper
Trim	Gray—yellow trim
Curtain	Yellow organdy



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3390 Embossed Inlaid—Medium Gauge

Code Word: BEWAF

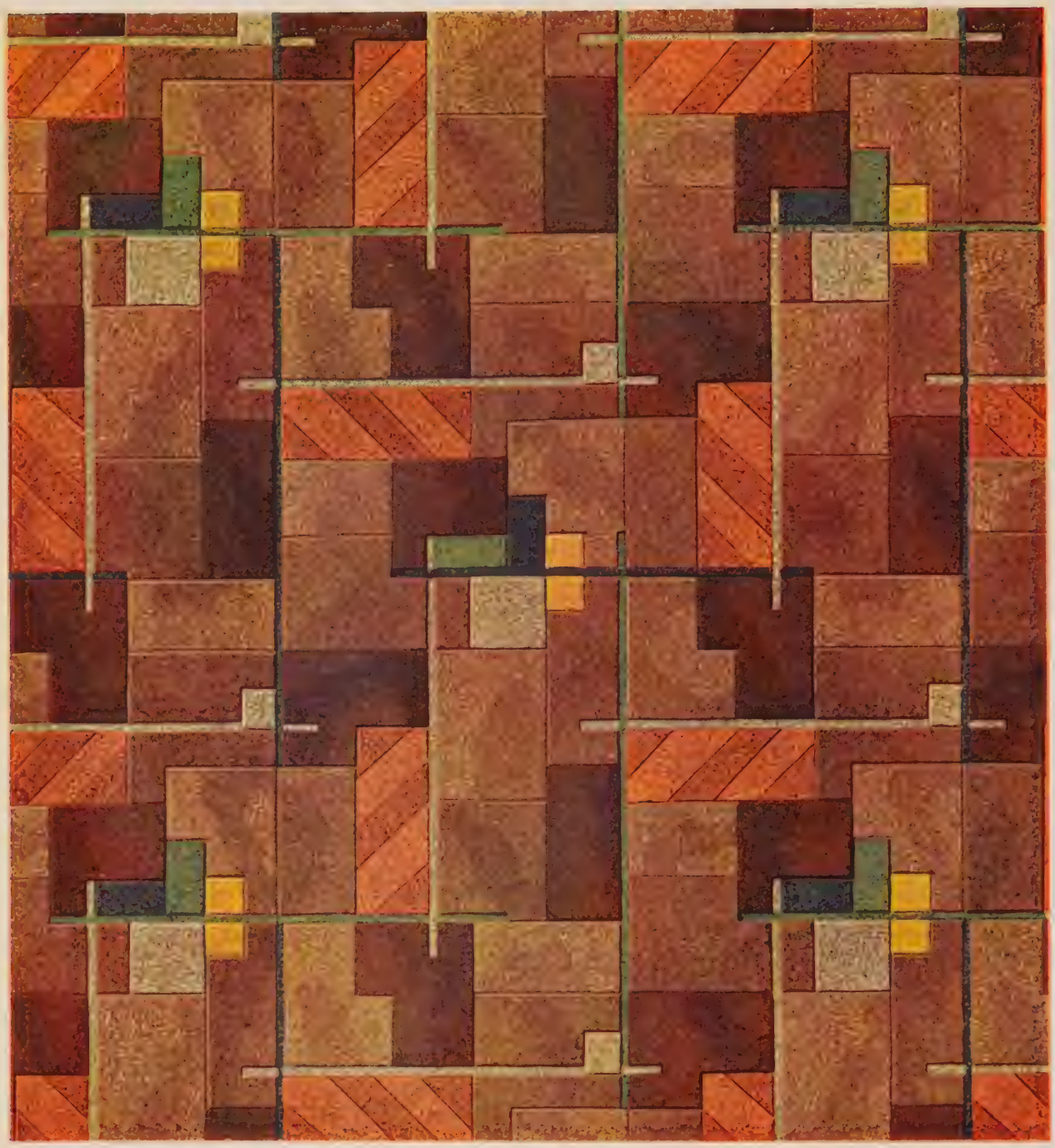
Design—A strictly modern design treatment characterizes this cool, shaded tile pattern. Diagonal bars of blended jade greens and groupings of gold, black, mandarin red, and orange brighten the textured open field of gray. These popular colors may be repeated in any one of a number of attractive decorative schemes. **Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, restaurants, men's shops, coffee shops, hobby rooms, cocktail lounges, tea rooms.

Suggested Color Scheme for Kitchen

Border	No. 46	Trim	Ivory, green, mandarin red
Linostrips	No. 44	Upper Wall	Leaf design in fawn, green
Linowall, Full or Dado	No. 752	Curtain	Natural color organdy
Cove and Base	Flash Type, No. 46	Upholstery	Green

Suggested Color Scheme for Restaurant

Border	No. 46	Upper Wall	Painted gray
Linostrips	Nos. 48 and 39	Trim	Platinum with Chinese red and yellow accent
Linowall, Full or Dado	No. 737	Curtain	Chintz in red, tan, yellow
Cove and Base	Flash Type, No. 46		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3391 Embossed Inlaid—Medium Gauge

Code Word: BEWEG

Design—Indian copper, midnight blue, olive green, deep yellow, and gray contribute accents to this conservative blending of rich brown tones. Quiet dignity is derived from the grained texture, from the marked feeling of depth, and from the skillful use of subdued highlight. Streamlined embossing prevents dirt catching. **Where to Use**—Kitchens, entrance halls, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, offices, cocktail lounges, haberdasheries.

Suggested Color Scheme for Study

Border	No. 20	Trim	Walnut finish
Linostrip	No. 48	Curtain	Modern chintz, yellow, brown, and white
Linowall, Dado	No. 736	Upholstery	Heavy rough yellow
Cove and Base	Dark wood	Rug	Brown
Upper Wall	Yellow paint		

Suggested Color Scheme for Small Store

Border	No. 20	Cove and Base	Flash Type, No. 20
Linostrip	No. 42	Trim	Natural pine
Linowall to Ceiling	No. 735	Curtain	Brown chintz bound in green
Upholstery	Green		

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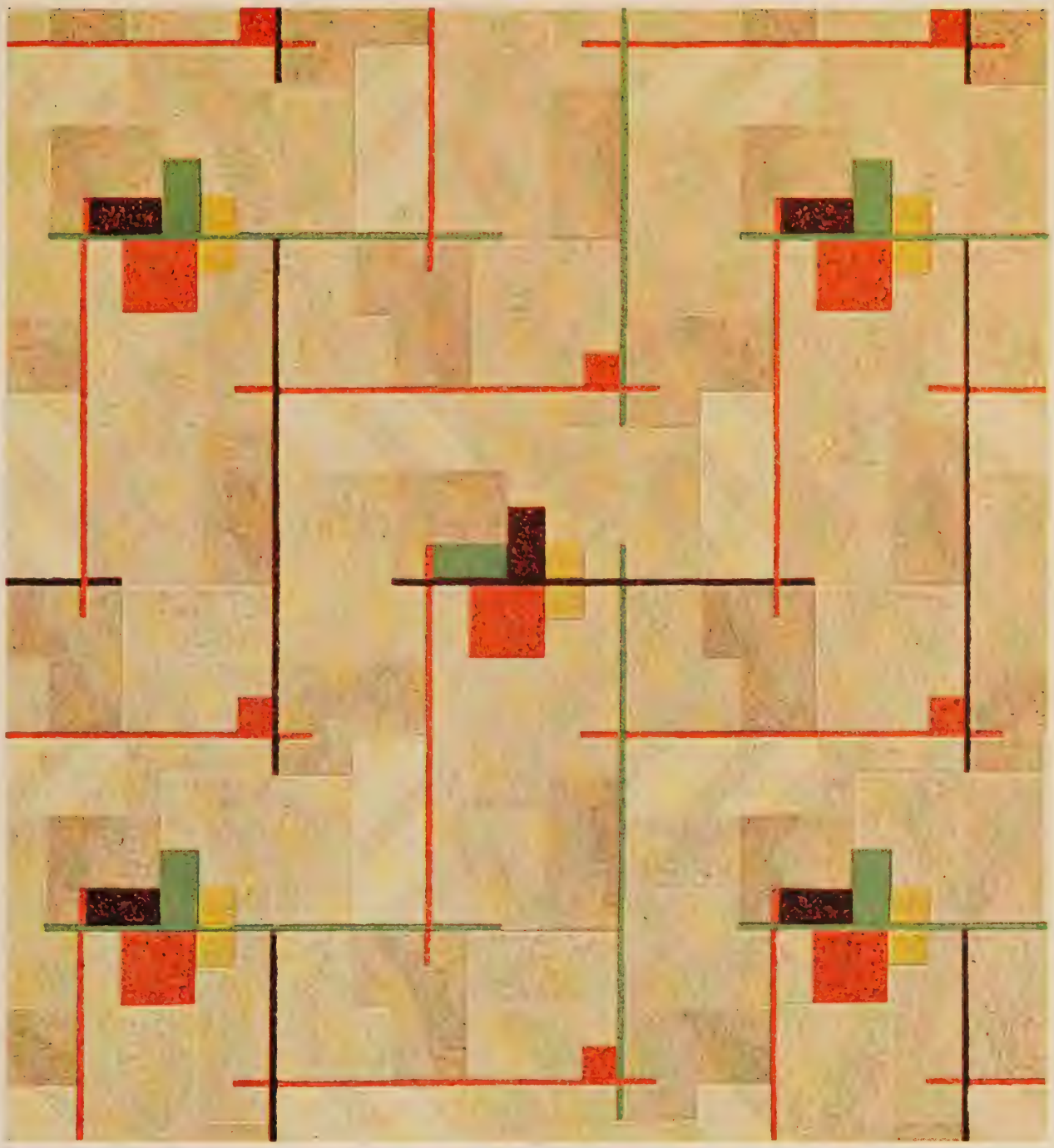


(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3392 Embossed Inlaid—Medium Gauge

Code Word: BEWIT

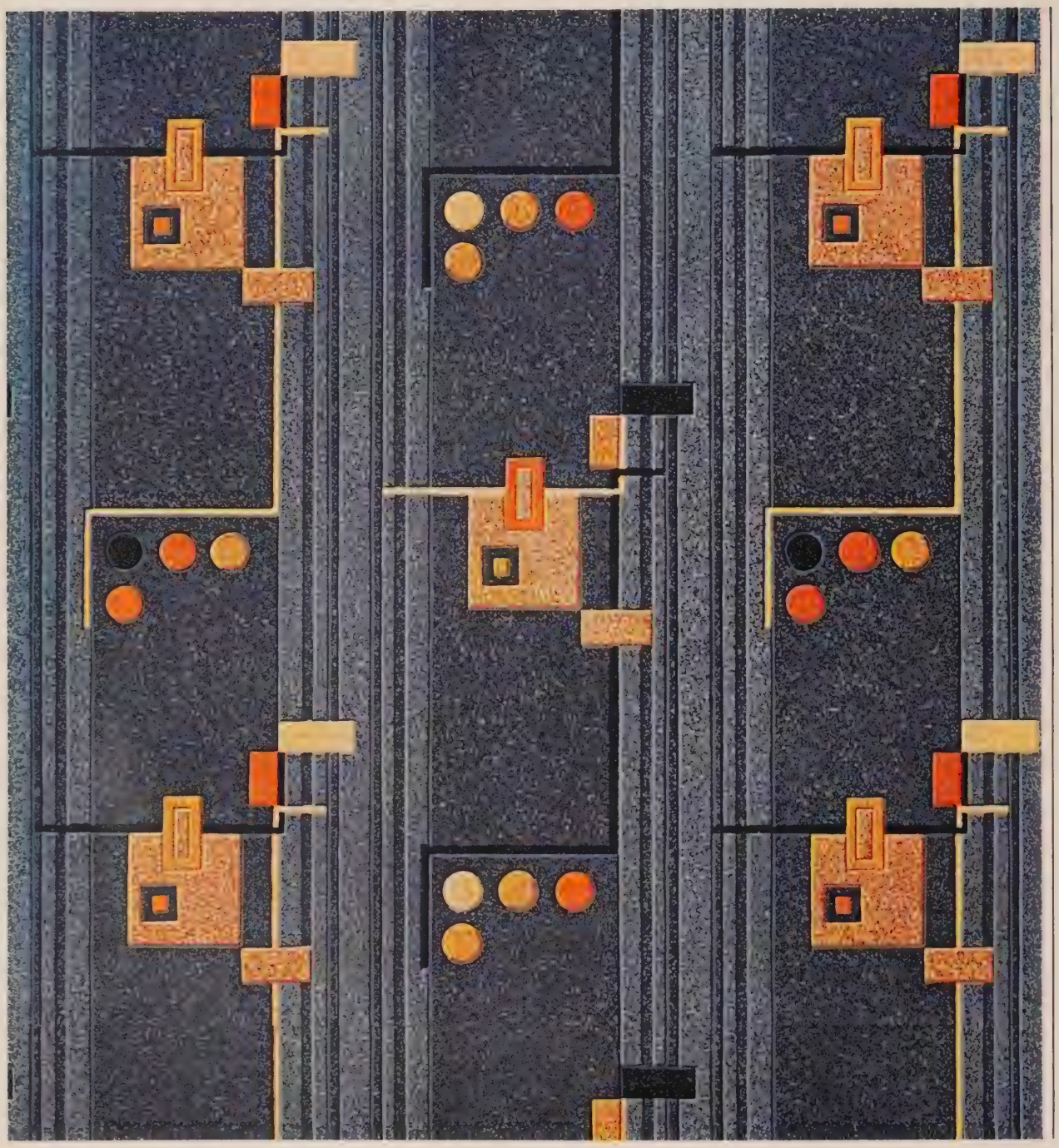
Design—Floor patterns may be used either to harmonize or to blend with room furnishings and trim. This one, light in color and softly textured, will serve either purpose equally well, depending upon whether the room has subdued or strong decorative treatment. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, tourist cabins, coffee shops.

Suggested Color Scheme for Kitchen

Border.....No. 46
Linostrip.....No. 41
Linowall, Dado.....No. 750
Cove and Base..Flash Type, No. 46
Upholstery.....Brown
Upper Wall....Plaid ribbon paper, yellow, orange, and brown
Trim.....Brown
Curtain.....Brown organdy

Suggested Color Scheme for Sun Porch

Border.....No. 42
Linowall, Dado.....No. 735
Cove and Base..Flash Type, No. 42
Upper Wall...Green pin-dot paper
Trim.....Natural pine
Curtain.....Hand blocked linen—natural background brown and green design
Upholstery....Rough brown fabric
Rug.....Green



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3401 Embossed Inlaid—Medium Gauge

Code Word: BEAMU

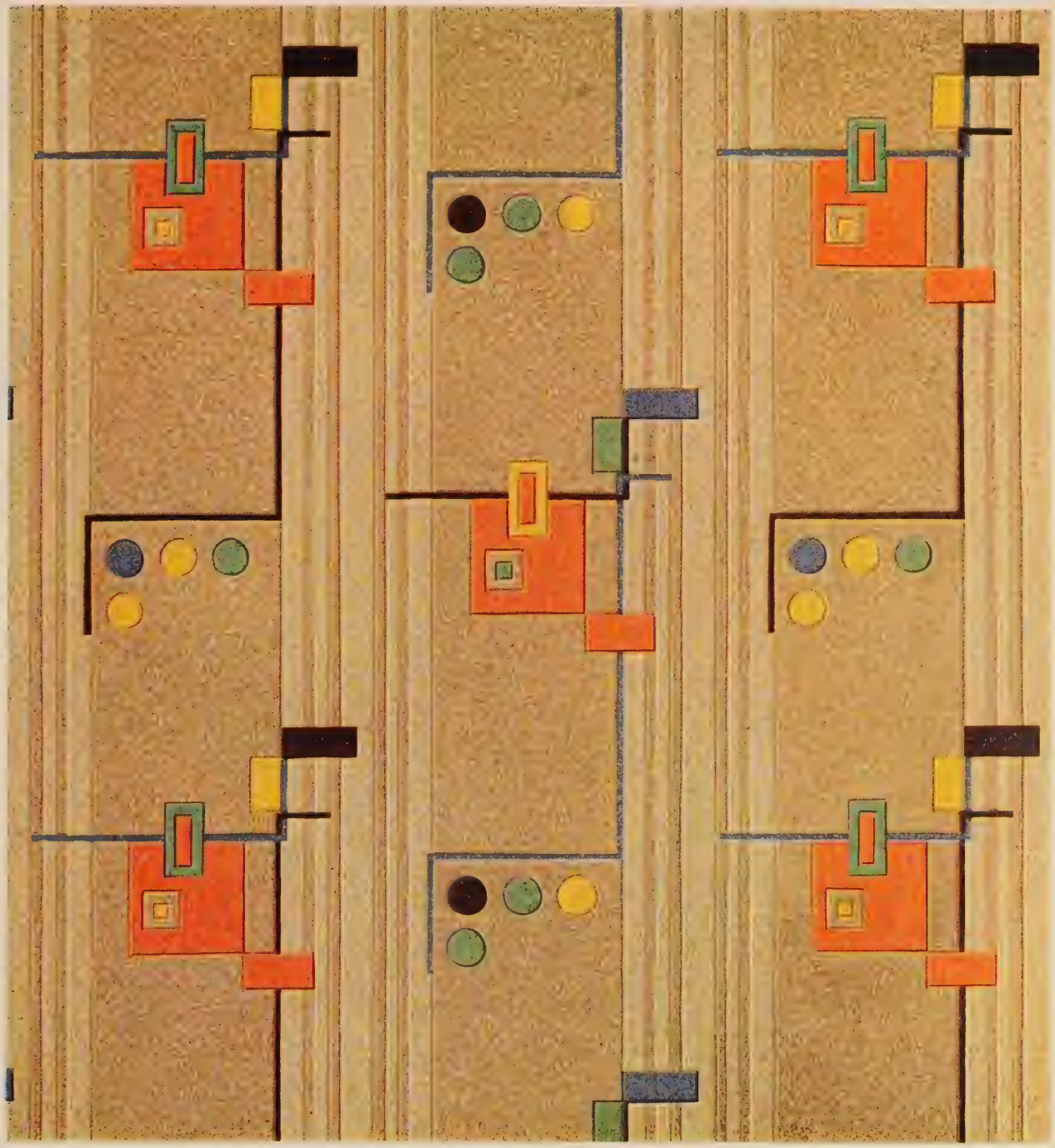
Design—Strongly directional, two-tone embossing features this fine royal blue pattern. The contrasting French blue bands, like all Armstrong embossing, have rounded contours to prevent dirt catching. Superimposed accents give wide decorative possibilities. **Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, beauty parlors, coffee shops, tea rooms.

Suggested Color Scheme for Kitchen

Border	No. 30	Upper Wall	Blue paint
Linostrips	No. 41	Trim	Blue—Chinese red
Linowall, Dado	No. 735	Curtain	Dimity, red, blue, and yellow flowers
Cove and Base	Flash Type, No. 30		

Suggested Color Scheme for Recreation Room

Border	No. 29	Trim	Same as walls
Linostrips	No. 45	Curtain	Glazed chintz—blue, red, and white design
Cove and Base	Flash Type, No. 29	Upholstery	Chinese red
Wall	Fawn paint		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3402 Embossed Inlaid—Medium Gauge

Code Word: BEATH

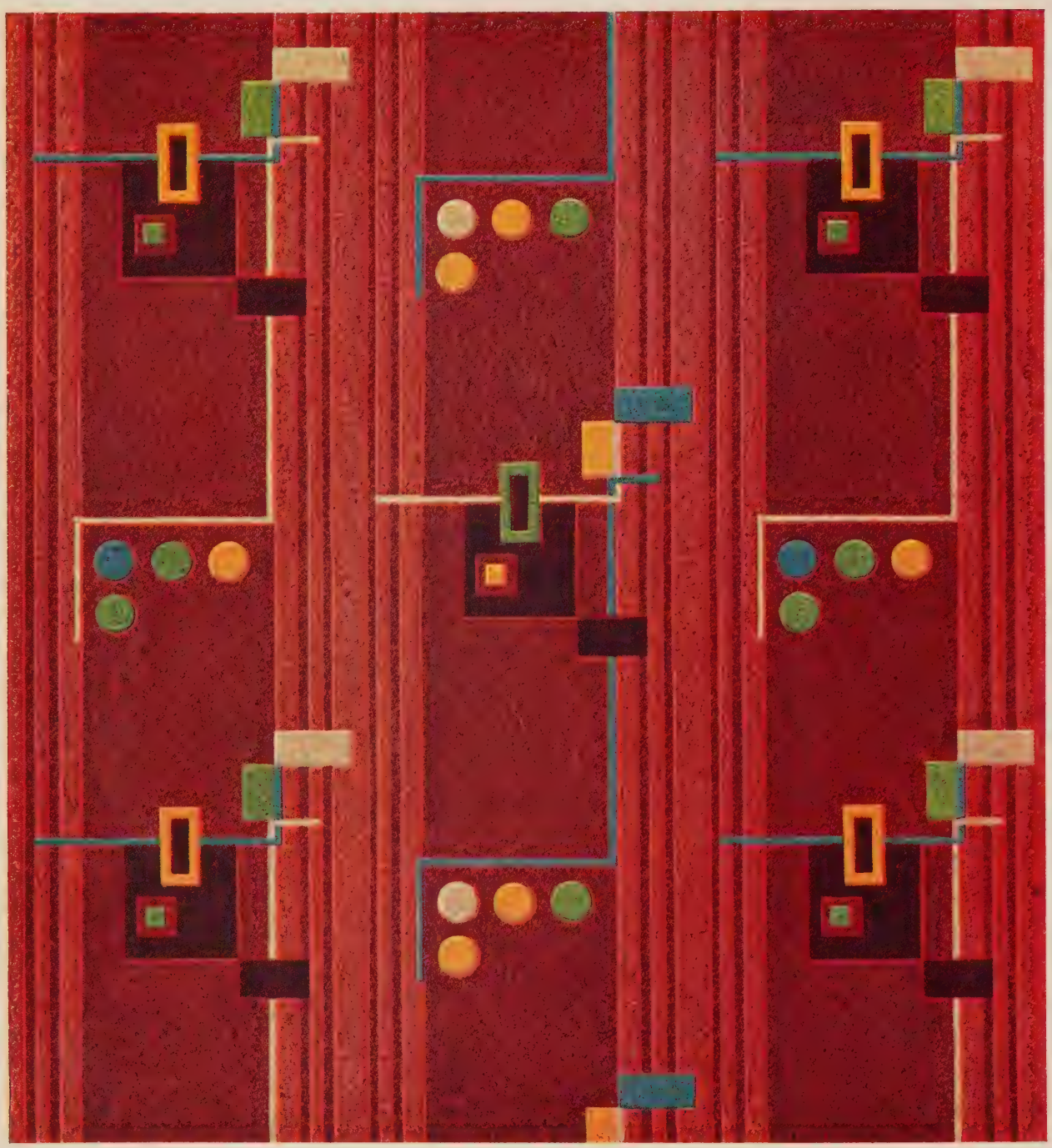
Design—Pastel shades combine to give this pattern a feeling of sunny cheerfulness, while the broad bands of two-tone embossing can be used to make rooms appear wider or longer than they really are. The modernistic figures will repeat decorative highlights. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, lunch rooms, men's shops.

Suggested Color Scheme for Bathroom

Border	No. 46	Upper Wall	Yellow
Linostrips	No. 29	Trim	Brown
Linowall, Dado	No. 734	Curtain	Natural oiled silk
Cove and Base	Flash Type, No. 46	Rug	Yellow

Suggested Color Scheme for Recreation Room

Border	No. 20	Trim	Natural pine
Linostrips	No. 41	Curtain	Natural color voile multicolor dots
Linowall to Ceiling	Pine, No. 735	Upholstery	Orange leather
Cove and Base	Natural pine		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3403 Embossed Inlaid—Medium Gauge

Code Word: BEXAL

Design—The trend to burgundy as one of the season's smartest color notes is seen in this coloring of the popular parallel-line embossed design with accents of blue, gold, and turquoise.

Where to Use—Kitchens, baths, dining-rooms, sun porches, studies, nurseries, breakfast rooms, beauty parlors, small stores, theatre lounges, restaurants, clubhouses, barber shops, cabins.

Suggested Color Scheme for Dining-room

Linowall, Full or Dado....No. 731
Upper Wall..... Blue and pink morning-glory paper
Trim.....Blue
Curtain.....Rose, blue, and green soft silk
Upholstery.....Burgundy
Rug.....Blue

Suggested Color Scheme for Theatre Lounge

Linowall.....No. 733
Ceiling.....Constellation paper in burgundy
Trim..Orchid, turquoise, and green
Glass Curtain.....Celanese voile
Draperies.....Burgundy velvet
Upholstery.....Turquoise
Rug.....Burgundy

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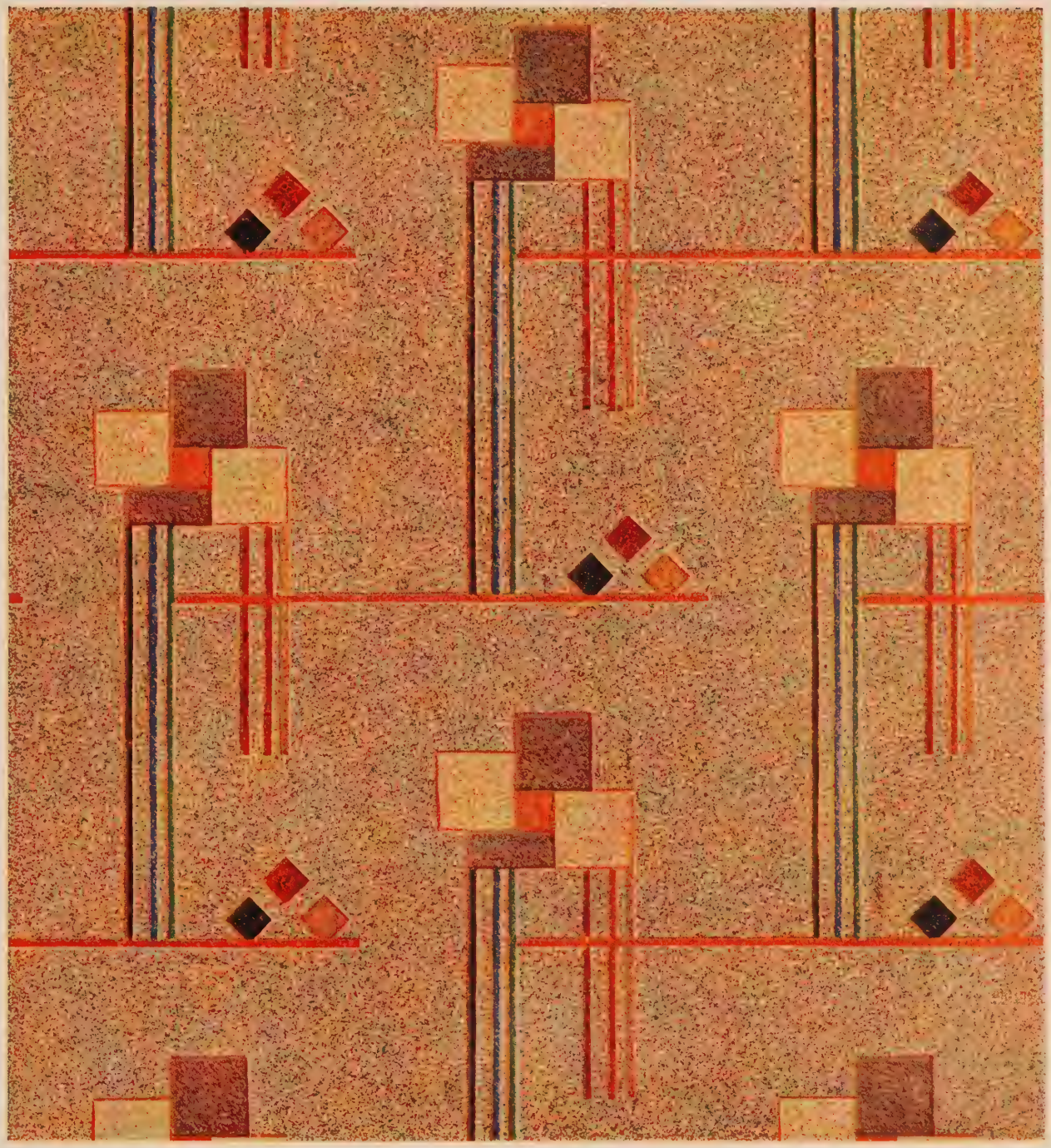


(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3410 Embossed Inlaid—Medium Gauge

Code Word: BEGAN

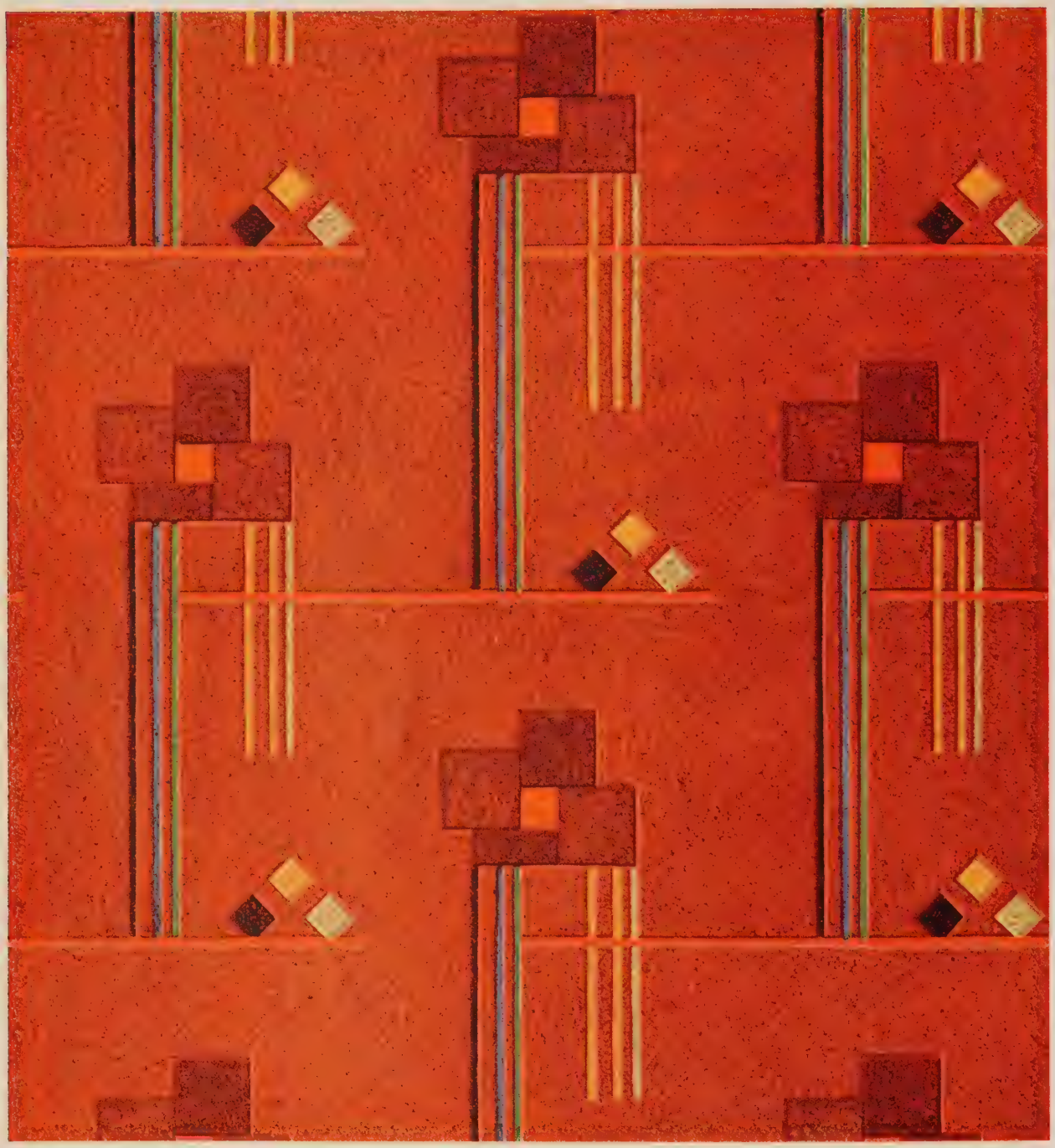
Design—Decidedly in step with the current vogue toward Swedish modern decoration and furnishings, wherein brilliant color plays a prominent part, this pattern will be found widely useful. Combining the popular overlay effect with a sandstone ground that is easy to keep clean, No. 3410 has strong appeal. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, exhibits, tourist cabins, haberdasheries, sandwich shops, coffee shops.

Suggested Color Scheme for Recreation Room

Border	No. 46	Upper Wall	Painted Chinese red
Linostrip	No. 39	Trim	Pine—red accent
Linowall, Full or Dado	No. 900	Upholstery	Red leather
Cove and Base	Flash Type, No. 46	Curtain	Brown blocked linen

Suggested Color Scheme for Breakfast Room

Border	No. 29	Trim	Blue
Linowall, Full or Dado	No. 750	Curtain	Fruit chintz in multi-colors on white
Cove and Base	Flash Type, No. 29	Upholstery	Yellow
Upper Wall	Painted blue		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3411 Embossed Inlaid—Medium Gauge

Code Word: BEGHU

Design—The bright cheerful appearance of this pattern is definitely in keeping with the popular Swedish modern motif. The basic coloring is a deep terra cotta with darker shades of the same color in embossed blocks. The pattern is heightened with bright strips and accent blocks in jade green, gold, mulberry, and blue. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, clubhouses, tourist cabins, tea rooms, bookshops, lunch rooms.

Suggested Color Scheme for Sun Porch

Border	No. 25	Trim	Taupe
Linostrip	No. 23	Curtain	Linen—light terra cotta ground, green and cream figures
Cove and Base	Flash Type, No. 25	Upholstery	Cream
Wall	Cream plaster		

Suggested Color Scheme for Nursery

Border	No. 25	Wall	Blue ground paper nursery figures
Linostrip	No. 23	Trim	Cream
Linowall, Full or Dado	No. 752	Curtain	Dotted peach organdy
Cove and Base	Flash Type, No. 25		

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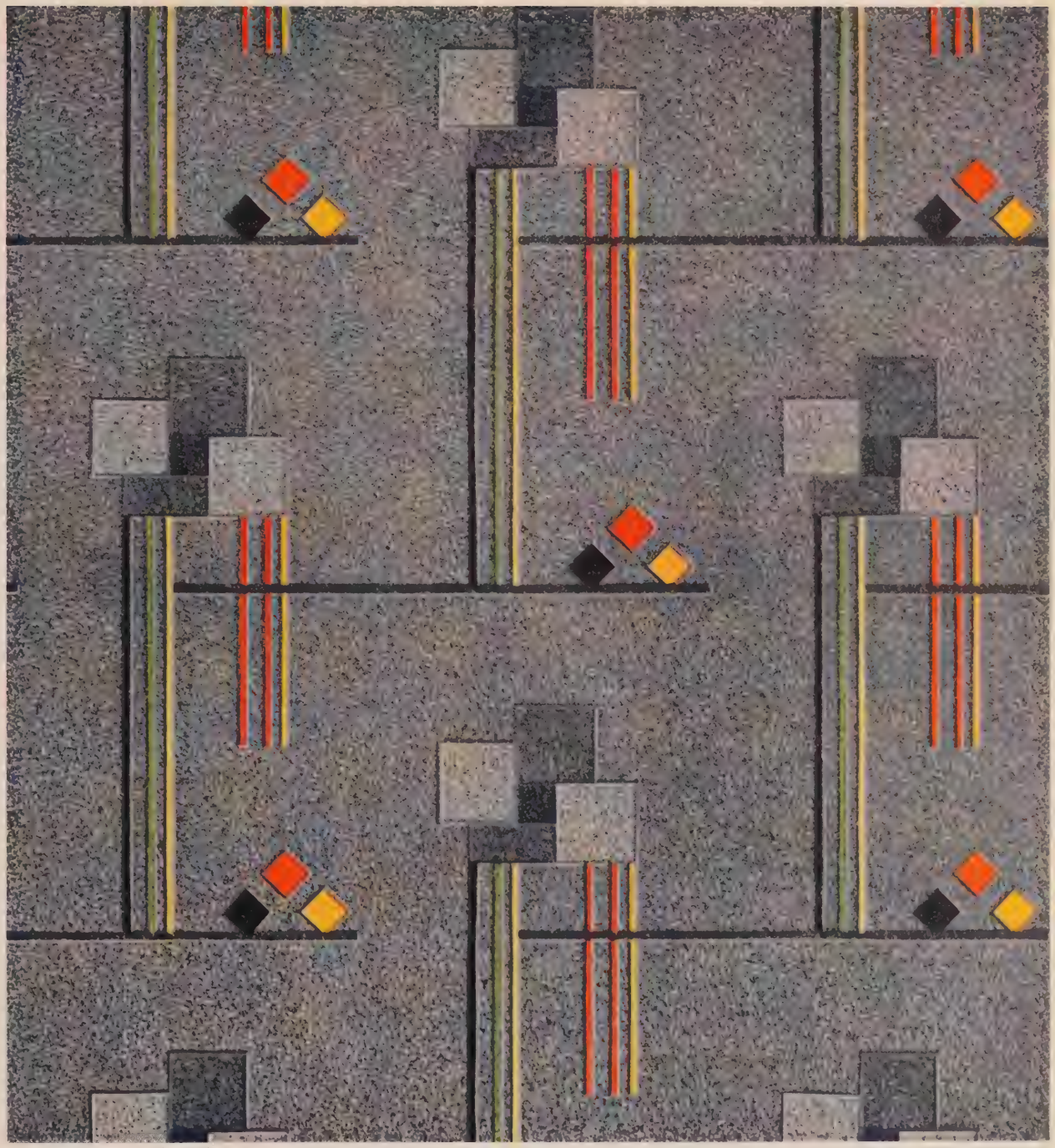


(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 3412 Embossed Inlaid—Medium Gauge

Code Word: BEGOT

Design—Combined in this pattern are two brand-new linoleum style features—a Swedish modern design and a new light tint of the popular royal blue coloring. Other shades of royal blue are seen in the shaded inset blocks. Small accent strips and blocks of gold, orange, green, and dark blue complete the picture. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, clubhouses, tourist cabins, sandwich shops, and wallpaper stores.

Suggested Color Scheme for Kitchen

Border	No. 30	Upper Wall	Painted blue
Linostrip	No. 41	Trim	Cream
Linowall, Full or Dado	No. 737	Curtain	Printed dimity
Cove and Base	Flash Type, No. 30	Upholstery	Dark blue

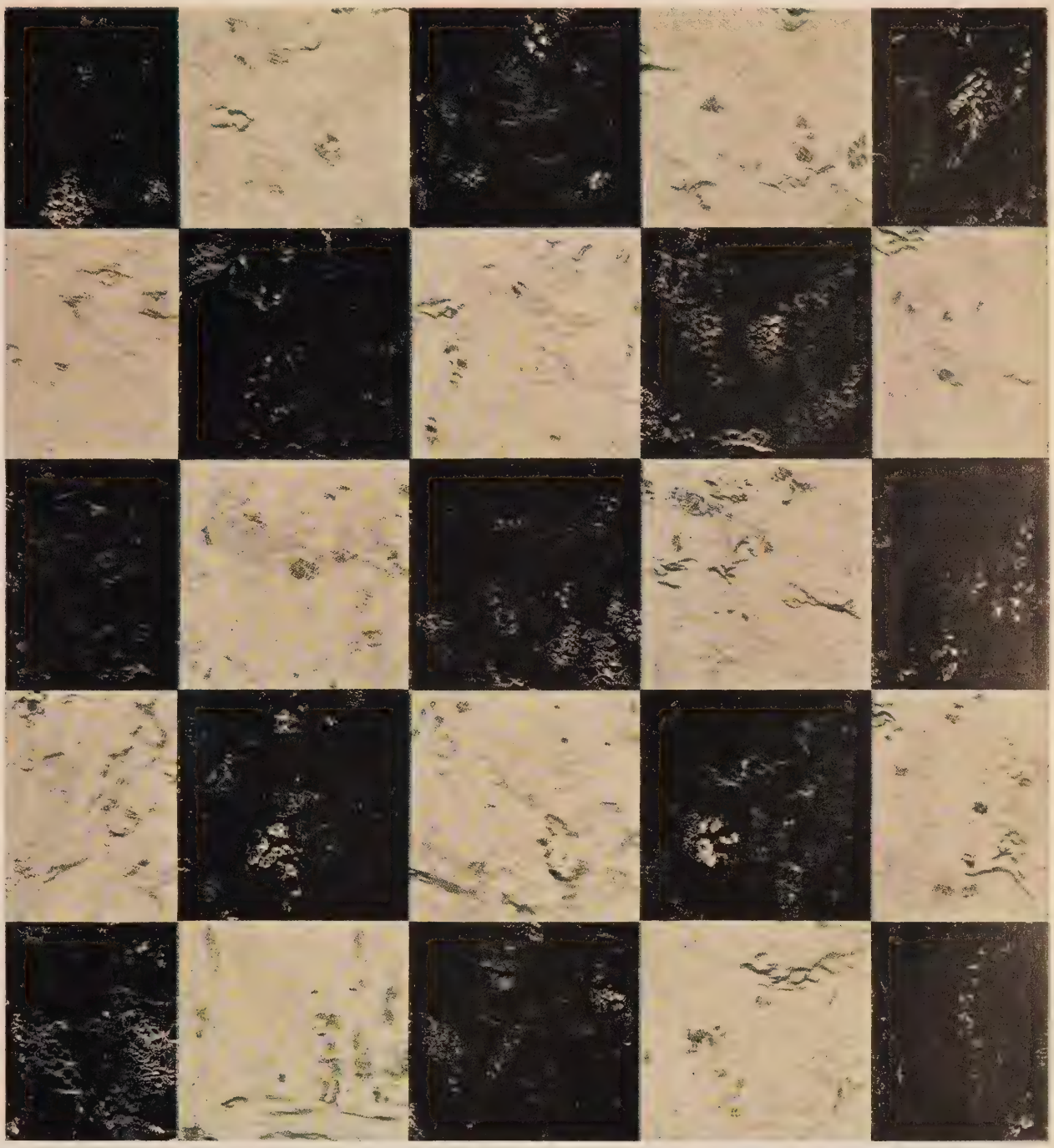
Suggested Color Scheme for Recreation Room

Border	No. 30	Wall	Chartreuse and white zodiac figured paper
Linostrips	Nos. 33 and 23	Curtain	Blue, white stars
Cove and Base	Flash Type, No. 30	Upholstery	Dark blue
Trim	Cream and chartreuse		

MEDIUM STRAIGHT LINE—A MODERATE-PRICED GRADE THAT OFFERS LONG WEAR IN MANY BEAUTIFUL PATTERNS

Armstrong's Medium Gauge Straight Line Inlaid Linoleum is a grade that is rich in appearance with many smart new design effects. It is long wearing. And it is sold at a reasonable price. Because of these three features, Straight Line is preferred by many as the ideal material for many floors. Some persons, who for economical reasons, use Standard Gauge for upstairs rooms, specify Medium Gauge for the first floor where there is more wear. Medium Gauge is also used frequently in commercial installations where traffic is not exceedingly heavy.

In the homemaker's office above is an excellent example of the beauty of Straight Line Inlaid in the home. The pattern is Standard Gauge No. 0396.



(Size of Blocks—6" x 6")

(2 yards wide only)

No. 14011 Straight Line Inlaid—Medium Gauge

Code Word: DBIBYKO

Design—An old favorite in linoleum, and as good as ever, is the checkerboard design. This version of it is in six-inch alternating blocks of black and white. Extra character is given to the coloring by the dainty flecks of green in the marbling of the white blocks.

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, hotel lobbies.

Suggested Color Scheme for Lobby

Border.....No. 27
Linostrip.....No. 42
Linowall, Full or Dado....No. 704
Cove and Base..Flash Type, No. 27
Curtain.....Jade
Upper Wall..Paper—Chinese design in jade green on white
Trim.....White with black and jade trim
Upholstery.....Jade or white

Suggested Color Scheme for Restaurant

Border.....No. 021
Linostrips.....Nos. 48, 42, and 23
Linowall to Ceiling.....No. 704
Cove and Base..Flash Type, No. 021
Upholstery.....Yellow
Trim.....Black with yellow and green trim
Curtain.....Classic designed chintz in green, yellow, and ivory

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14160 Straight Line Inlaid—Medium Gauge

Code Word: DBISUME

Design—This random tile pattern is designed in such a manner that it is equally effective in large or small rooms. The coloring is a pleasing combination of onyx, mother-of-pearl, and sea green.

Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, grocery stores, delicatessens, laundries, tea-rooms, florist shops.

Suggested Color Scheme for Bathroom

Border	No. 27
Linowall, Full or Dado	No. 733
Cove and Base	Flash Type, No. 27
Upper Wall	Orchid paint
Trim	Orchid and green
Curtain	Net embroidered in green and orchid coin dots
Upholstery	Black
Rug	Green

Suggested Color Scheme for Kitchen

Border	No. 27
Linostrips	Nos. 23 and 44
Linowall, Full or Dado	No. 737
Cove and Base	Flash Type, No. 27
Upper Wall	Cream
Trim	Cream, rose, and green
Curtain	Printed dimity in rose, green, yellow, blue, white
Upholstery	Green

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14250 Straight Line Inlaid—Medium Gauge

Code Word: DBXOV

Design—This version of the popular overlay tracery design has as a background an irregular tile design in greens and tans. Superimposed upon this basic design is a secondary design consisting of an overlay tracery of black and scarlet blocks and lines. **Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops.

Suggested Color Scheme for Small Shop or Kitchen

Border	No. 27	Trim	Tan with red stripe
Linowall, Full or Dado	No. 700	Curtain	Red and green plaid gingham
Cove and Base	Flash Type, No. 27	Upholstery	Green or black
Upper Wall	Painted green		

Suggested Color Scheme for Rear Entry or Bathroom

Border	No. 42	Upper Wall	Yellow and silver paper
Linostrip	No. 23	Trim	Yellow with silver and black stripe
Linowall, Full or Dado	No. 737	Curtain	Gray organdy
Cove and Base	Flash Type, No. 42		

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 14252 Straight Line Inlaid—Medium Gauge

Code Word: DBERF

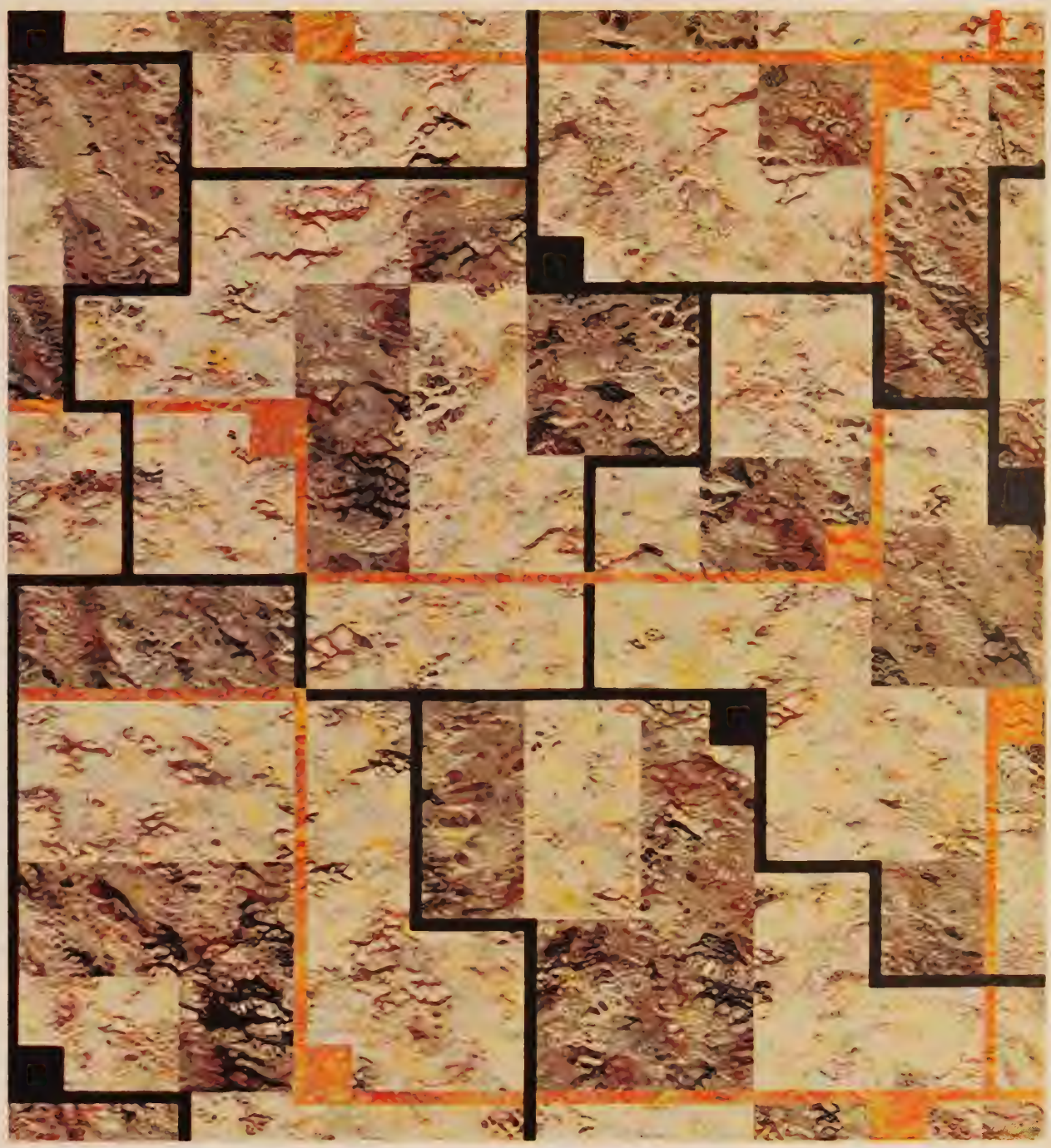
Design—Combined in this pattern are two almost irresistible features—the popular overlay tracery design and the equally popular black and white and scarlet coloring. The basic design is made up of white and silver gray irregular blocks over which is laid the secondary tracery lines and accent blocks of black and scarlet. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, airport terminals, tourist cabins.

Suggested Color Scheme for Recreation Room

Border.....No. 27
Linostrips.....Nos. 22 and 39
Linowall, Full or Dado....No. 704
Cove and Base..Flash Type, No. 27
Trim.....Gray with red trim
Curtain....Red chintz, white stars
Upholstery.....Red leather
Rug.....Gray

Suggested Color Scheme for Beauty Shop

Border.....No. 27
Linowall, Dado.....No. 703
Cove and Base..Flash Type, No. 27
Upholstery.....Black
Upper Wall.....Silver paper with red design
Trim.....Black with silver trim
Curtain.....Red oiled silk



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14253 Straight Line Inlaid—Medium Gauge

Code Word: DBFAY

Design—One of the overlay patterns in which the basic design of earth-tone brown marble carries upon it a secondary design. This secondary design is a veritable network of lines and accent blocks in a highly pleasing black and golden marble coloring.

Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, barber shops, tourist cabins, bakeries, gift shops, coffee shops, florist shops, drug stores, news stands, showrooms, tea rooms.

Suggested Color Scheme for Sun Porch

Border	No. 27
Linostrip	No. 28
Linowall, Full or Dado	No. 702
Cove and Base	Flash Type, No. 27
Upper Wall	Ivory
Trim	Old ivory with brown trim
Curtain	Blocked linen in brown, yellow, and white
Upholstery	Yellow
Rug	Yellow

Suggested Color Scheme for Kitchen

Border	No. 27
Linostrip	No. 48
Linowall, Full or Dado	No. 734
Cove and Base	Flash Type, No. 27
Upper Wall	Painted yellow
Trim	Old ivory with black accent
Curtain	Yellow plaid oiled silk
Upholstery	Yellow

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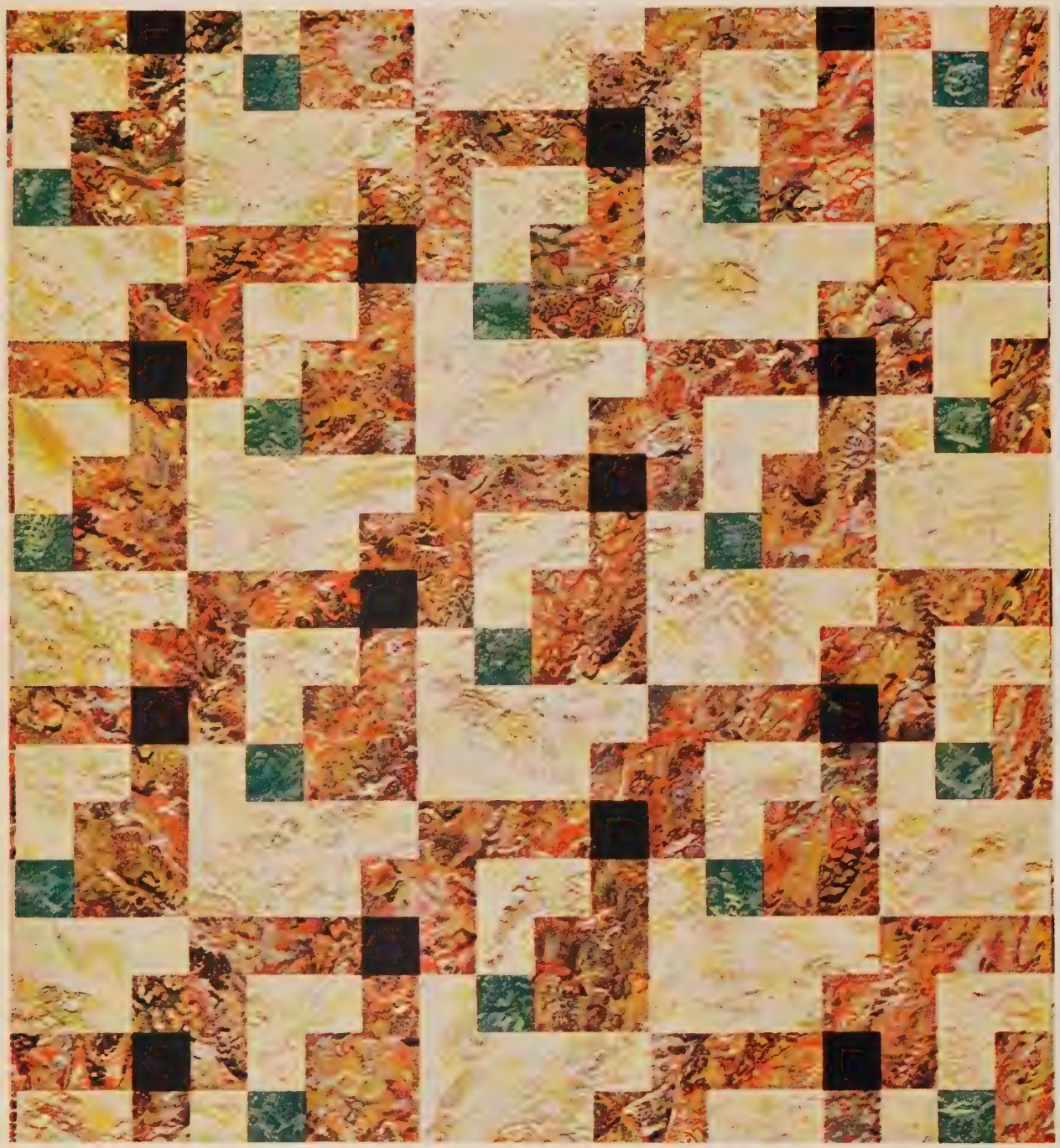


(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14260 Straight Line Inlaid—Medium Gauge

Code Word: DBFAR

Design—While this is a small scale design, close examination will reveal a secondary design effect when used in a large area. The blocks are so arranged that they give a chain effect, the line of the chain running on the diagonal. The old ivory background color is inset with feature blocks of a rich, multi-colored marble and the design is heightened by accents of jade and burnt umber. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants.

Suggested Color Scheme for Bathroom

Border	No. 27	Upper Wall	White background, green dots
Linostrip	No. 42	Curtain	Green organdy
Linowall, Full or Dado	No. 735	Upholstery	Green
Cove and Base	Flash Type, No. 27	Rug	Green
Trim	Green		

Suggested Color Scheme for Kitchen

Border	No. 27	Trim	Cream and Chinese red
Linostrip	No. 41	Curtain	Chinese red dimity printed in yellow, green, blue
Linowall, Full or Dado	No. 706	Upholstery	Red
Cove and Base	Flash Type, No. 27		
Upper Wall	Cream paint		

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14270 Straight Line Inlaid—Medium Gauge

Code Word: DBIOL

Design—A new development in the manufacture of Straight Line Inlaid made possible the addition of three extra colors in this pattern. Bright tans and multitone browns form the background, with green, blue, and gold providing bright, contrasting accents.

Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, radio stations, barber shops, airport terminals, tourist cabins, showrooms, exhibits, tea rooms, drug stores, men's shops.

Suggested Color Scheme for Restaurant

Border	No. 46	Trim	Natural walnut
Linostrip	No. 45	Curtain	Brown and tan leaf design
Linowall, Dado	No. 736	Upholstery	Green
Cove and Base	Flash Type, No. 46	Rug	Brown
Upper Wall	Green paint		

Suggested Color Scheme for Sun Porch

Border	No. 20	Trim	Blue with buff accent
Linostrip	No. 43	Curtain	Gold corded silk
Linowall, Full or Dado	No. 731	Upholstery	Gold
Cove and Base	Flash Type, No. 20	Rug	Blue

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14271 Straight Line Inlaid—Medium Gauge

Code Word: DBINY

Design—One of the most popular colorings in linoleum during the past several years is black and white and silver gray. A quite recent development in the process of manufacturing Straight Line Inlaid linoleum has made it possible to add to those basic colors in this pattern, bright accents of blue, gold, and scarlet. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, barber shops, butcher shops, grocery stores, coffee shops.

Suggested Color Scheme for Cocktail Lounge

Border	No. 27
Linostrips	Nos. 43 and 39
Linowall, Full or Dado	No. 704
Cove and Base	Flash Type, No. 27
Trim	Pale blue
Upper Wall	Pale blue and Chinese red paper
Curtain	Modern design in blue and white
Upholstery	Red

Suggested Color Scheme for Sun Porch

Border	No. 27
Linostrips	Nos. 25 and 22
Cove and Base	Flash Type, No. 27
Curtain	White, black, and gray chintz
Wall	White paint
Trim	White, light gray, and dark gray
Upholstery	Gray
Rug	Gray

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14272 Straight Line Inlaid—Medium Gauge

Code Word: DBINU

Design—Dark subdued shades of walnut and mahogany achieve a rich, dignified effect in this pattern. Even the accent blocks of gold, blue, vermilion, and green are so subtly blended that they add color without attracting attention to themselves.

Where to Use—Kitchens, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, barber shops, tourist cabins, living-rooms, dining-rooms, large stores.

Suggested Color Scheme for Study

Border	No. 46
Linowall, Dado	No. 736
Linowall, Upper Wall	No. 738
Cove and Base	Flash Type, No. 46
Trim	Sage paint
Curtain	Modern heavy textured fabric, brown and sage
Upholstery	Brown
Rug	Sage

Suggested Color Scheme for Sun Porch

Border	No. 20
Linostrip	No. 25
Linowall	No. 735
Cove and Base	Flash Type, No. 20
Trim	Tan—mandarin red trim
Curtain	Brown blocked linen
Upholstery	Blue
Rug	Tan

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14290 Straight Line Inlaid—Medium Gauge

Code Word: DBCAY

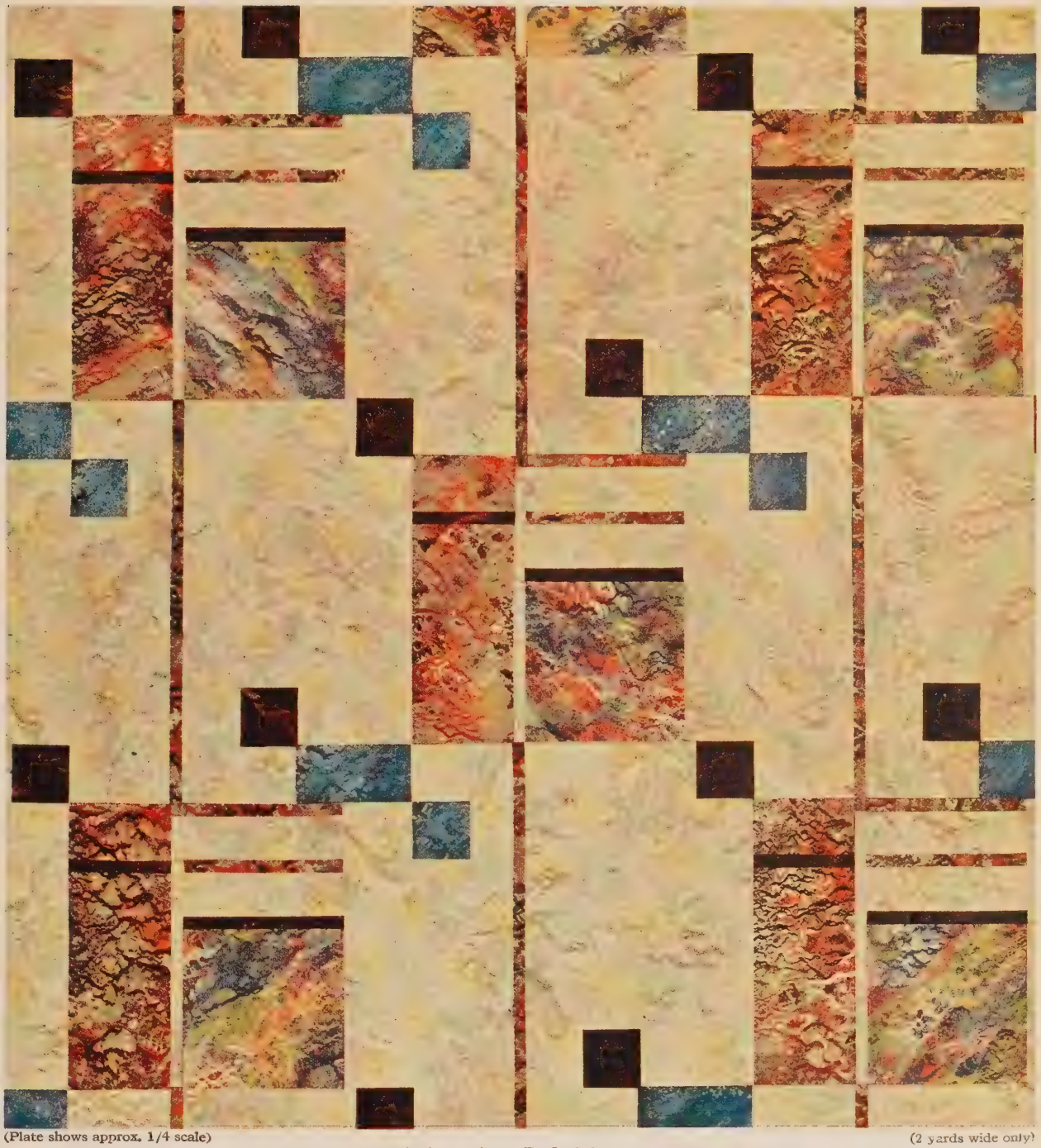
Design—Great simplicity of design is found in this open ground overlay pattern. The coloring is an ivory background on which is superimposed an overlay of blocks and lines in coral, gold, and blue-gray. Small accent blocks of burnt umber also are used to heighten the design. May be used in large or small areas. **Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, tourist cabins, drug stores, grocery stores, showrooms.

Suggested Color Scheme for Children's Shop

Border	No. 20	Trim	Old ivory-color and dark gray accent
Linostrips	Nos. 43 and 26	Curtain	Printed muslin
Linowall	No. 706	Upholstery	Coral
Cove and Base	Flash Type, No. 20	Rug	Gray
Ceiling	Dark gray		

Suggested Color Scheme for Bathroom

Border	No. 27	Trim	Old ivory—turquoise and black accent
Linostrip	No. 38	Curtain	Turquoise marquisette embroidered in white coin dots
Linowall, Full or Dado	No. 702	Upholstery	Gray
Cove and Base	Flash Type, No. 27		
Upper Wall	Painted fawn		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14291 Straight Line Inlaid—Medium Gauge

Code Word: DBCEH

Design—Here is an open ground overlay pattern with an entirely new marbleized background called opalescent mother-of-pearl. The overlay design is in bright blue, brown marbles tinged with a salmon red, and a brilliant polychrome color with blue predominating. Blue is very smart as an accent coloring this season.

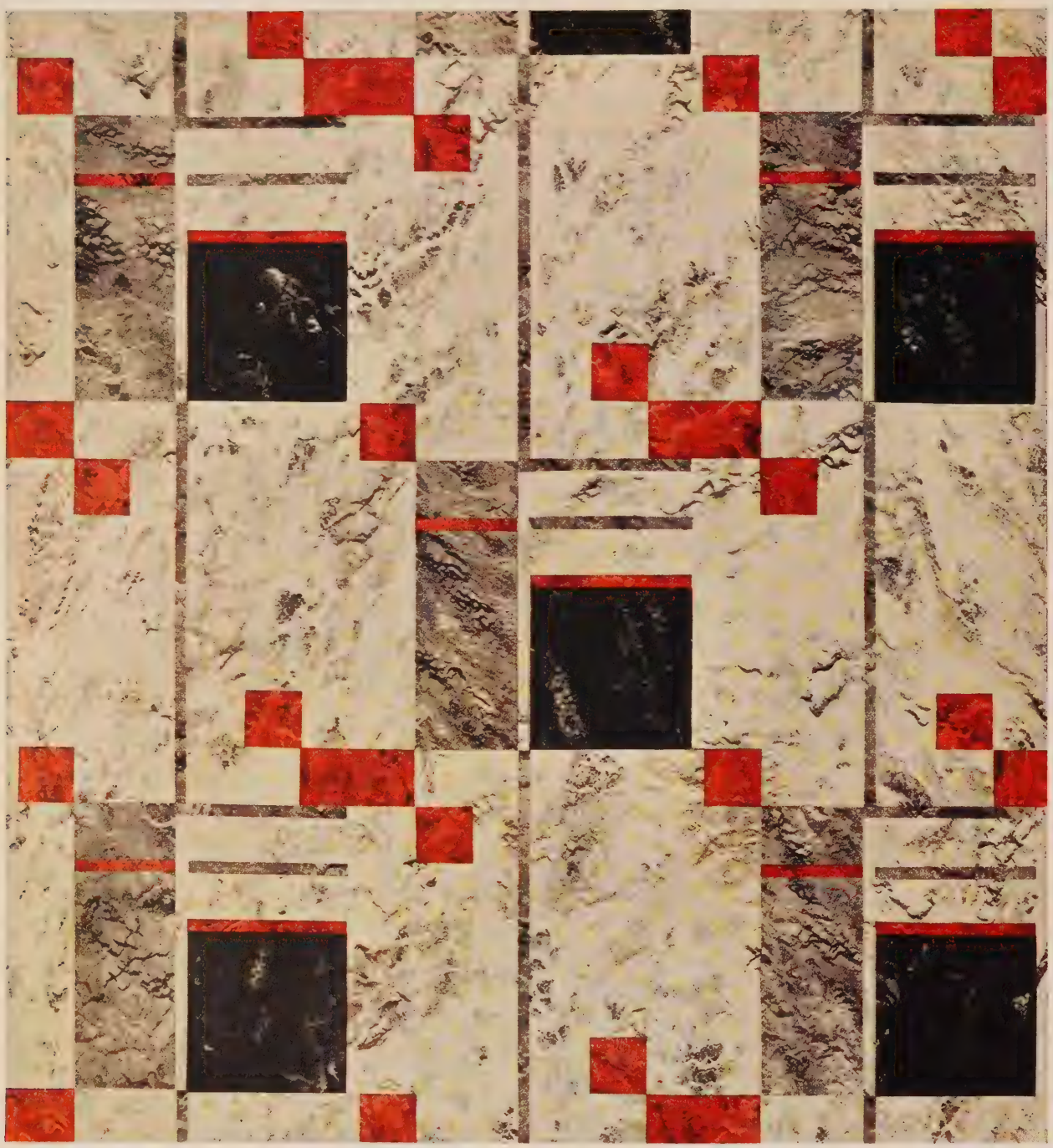
Where to Use—Kitchens, bathrooms, sunporches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, gift shops, haberdasheries, dress shops, laundries, tea rooms.

Suggested Color Scheme for Sun Porch

Border	No. 46	Trim	Light blue
Linostrips	Nos. 23 and 43	Curtain	Green and blue chintz
Cove and Base	Flash Type, No. 46	Upholstery	Gray and blue
Wall	Light blue paint	Rug	Blue

Suggested Color Scheme for Bathroom

Border	No. 27	Trim	Ivory and black
Linostrip	No. 23	Curtain	Blue net with white coin dots
Linowall, Full or Dado	No. 737	Upholstery	Blue
Cove and Base	Flash Type, No. 27	Rug	Blue
Upper Wall	Ivory		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14292 Straight Line Inlaid—Medium Gauge

Code Word: DBCOD

Design—This pattern is a variation of the popular black and white, silver gray, and scarlet coloring. In this adaptation, taupe grays are substituted for silver grays which give greater warmth to the pattern. The design is of the open ground overlay type.

Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, offices, showrooms, restaurants, barber shops, haberdasheries, grocery stores, exhibits, hotel lobbies, tea rooms, drug stores, coffee shops.

Suggested Color Scheme for Small Store

Border	No. 021	Trim	Red, light and dark gray
Linostrips	Nos. 26 and 23	Curtain	Modern gray
Linowall to Ceiling	No. 704	Upholstery	Red
Cove and Base	Flash Type, No. 021	Rug	Dark gray

Suggested Color Scheme for Kitchen

Border	No. 27	Upper Wall	Silver and red modern paper
Linostrip	No. 39	Trim	Silver and black
Linowall, Dado	No. 703	Curtain	Gray organdy
Cove and Base	Flash Type, No. 27		

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14300 Straight Line Inlaid—Medium Gauge

Code Word: DBCHU

Design—Pleasing originality is demonstrated in this pattern of small blocks in a new range of marble colorings. The predominant tone of the walnut block is picked up in the overlay tracery. The salmon and coral colorings in the field make this pattern an excellent choice for brightening dark rooms, large or small. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, restaurants, barber shops, sun porches, recreation rooms, showrooms, exhibits.

Suggested Color Scheme for Barber Shop

Border	No. 20	Trim	Cream with red and brown accent
Linowall, Full or Dado	No. 737	Curtain	Brown oiled silk
Cove and Base	Flash Type, No. 20	Upholstery	Dark red leather
Upper Wall	Painted cream		

Suggested Color Scheme for Coffee Shop

Border	No. 46	Upper Wall	Light tan paper
Linostrips	No. 41	Trim	Walnut
Linowall, Dado	No. 736	Curtain	Orange figured chintz
Cove and Base	Flash Type, No. 46	Upholstery	Orange leather

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(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14301 Straight Line Inlaid—Medium Gauge

Code Word: DBCIM

Design—This smart pattern of the overlay tracery type is notable for the graduated tones of the soft green blocks against the ivory ground which strike a new color note. The overlay tracery lines are in the same deep walnut as some of the accent blocks.

Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, restaurants, hospitals, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, showrooms, grocery stores.

Suggested Color Scheme for Drug Store

Border	No. 46	Upper Wall	Painted semi-gloss ivory
Linostrips	No. 44	Venetian Blind	Ivory with chocolate brown tapes
Linowall, Full or Dado	No. 706	Upholstery	Green
Cove and Base	Flash Type, No. 46		
Trim	Ivory		

Suggested Color Scheme for Bathroom

Border	No. 42	Upper Wall	Paper in green grass design on white
Linostrips	No. 23	Trim	White with green accent
Linowall, Full or Dado	No. 700	Rug	White
Cove and Base	Flash Type, No. 42		
Curtain	Green organdy		

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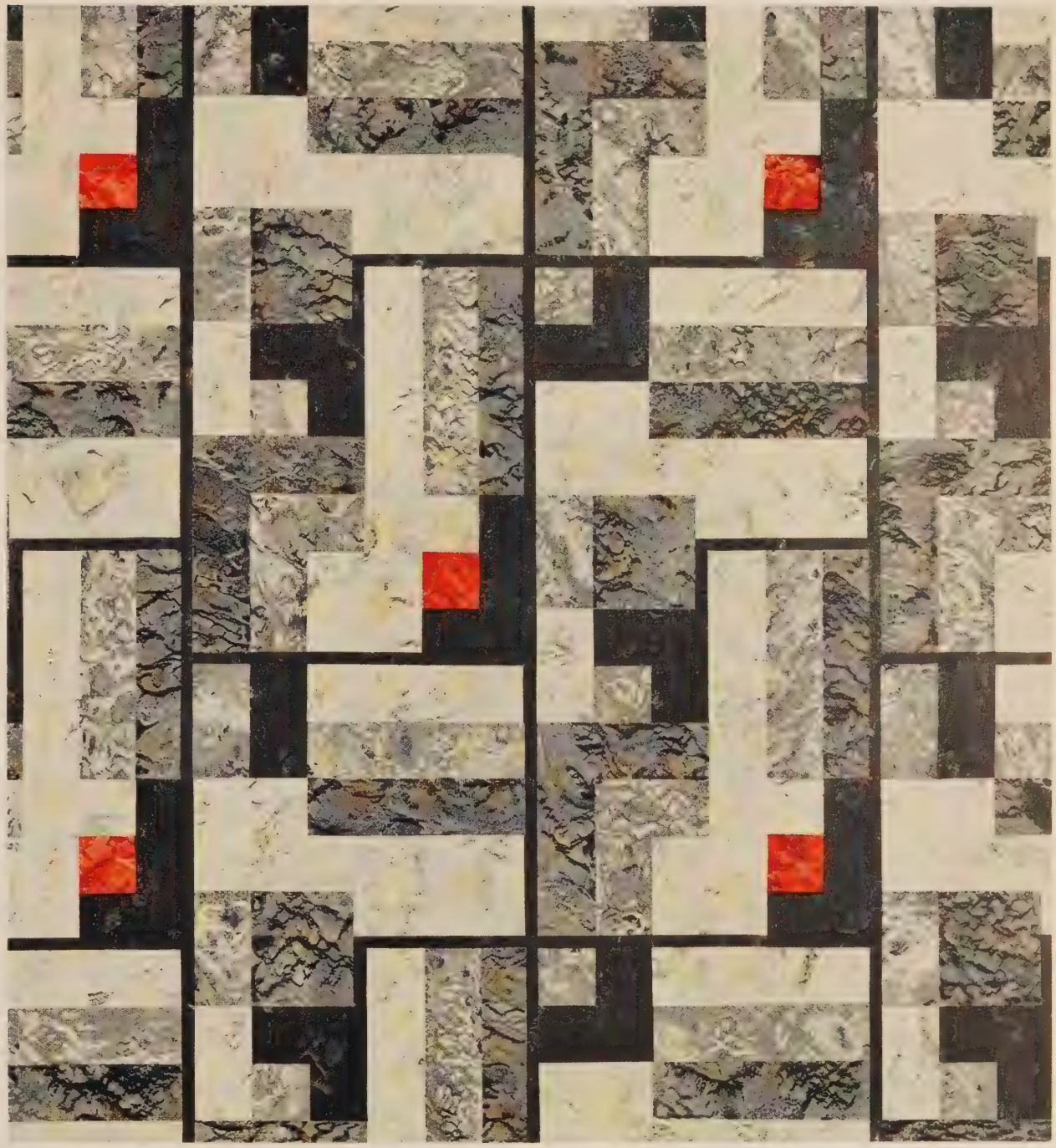


(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14302 Straight Line Inlaid—Medium Gauge

Code Word: DBCKO

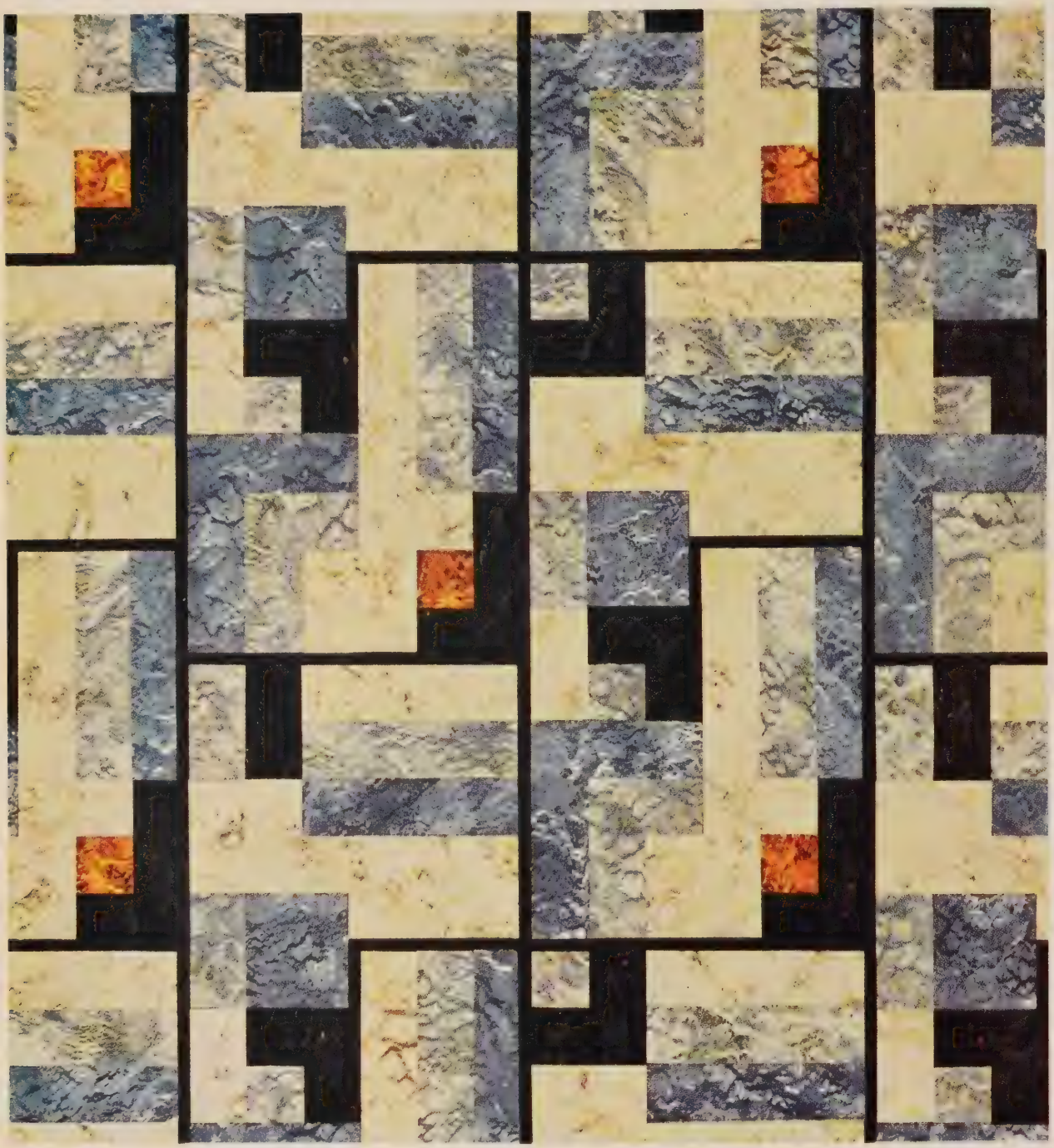
Design—Third dimensional relief is strong in this close-knit pattern, thanks to the nicely graduated tones of gray marbling in the background. The overlay tracery in black and the highlights in scarlet complete one of today's best color schemes. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, restaurants, hospitals, exhibits, barber shops.

Suggested Color Scheme for Kitchen

Border	No. 27	Upper Wall	Vegetable paper
Linostrip	No. 39	Trim	White with red accent
Linowall, Dado	No. 703	Curtain	Red oiled silk
Cove and Base	Flash Type, No. 27	Upholstery	Red

Suggested Color Scheme for Grocery Store

Border	No. 27	Upper Wall	Linowall No. 704
Linostrip	No. 23	Trim	Ivory with black accent
Linowall, Dado	No. 703	Venetian Blind	Willow green
Cove and Base	Flash Type, No. 27	Ceiling	Painted green



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 14303 Straight Line Inlaid—Medium Gauge

Code Word: DBCLA

Design—With a light royal blue predominant, this sunny overlay tracery design will add a fresh note of color to rooms of many types. The small blocks, ranging from grayish tones to golden ivory, make the pattern eminently suitable for small areas; whereas the larger scaled overlay adapts it equally well to large rooms. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, showrooms, restaurants, clubhouses, hospitals, schools, barber shops.

Suggested Color Scheme for Kitchen

Border	No. 27	Upper Wall	Painted flat-tone delft blue
Linostrips	No. 29	Trim	Azure blue with tangerine accent
Linowall, Full or Dado	No. 731	Curtain	Printed blue dimity
Cove and Base	Flash Type, No. 27		
Upholstery	Tangerine		

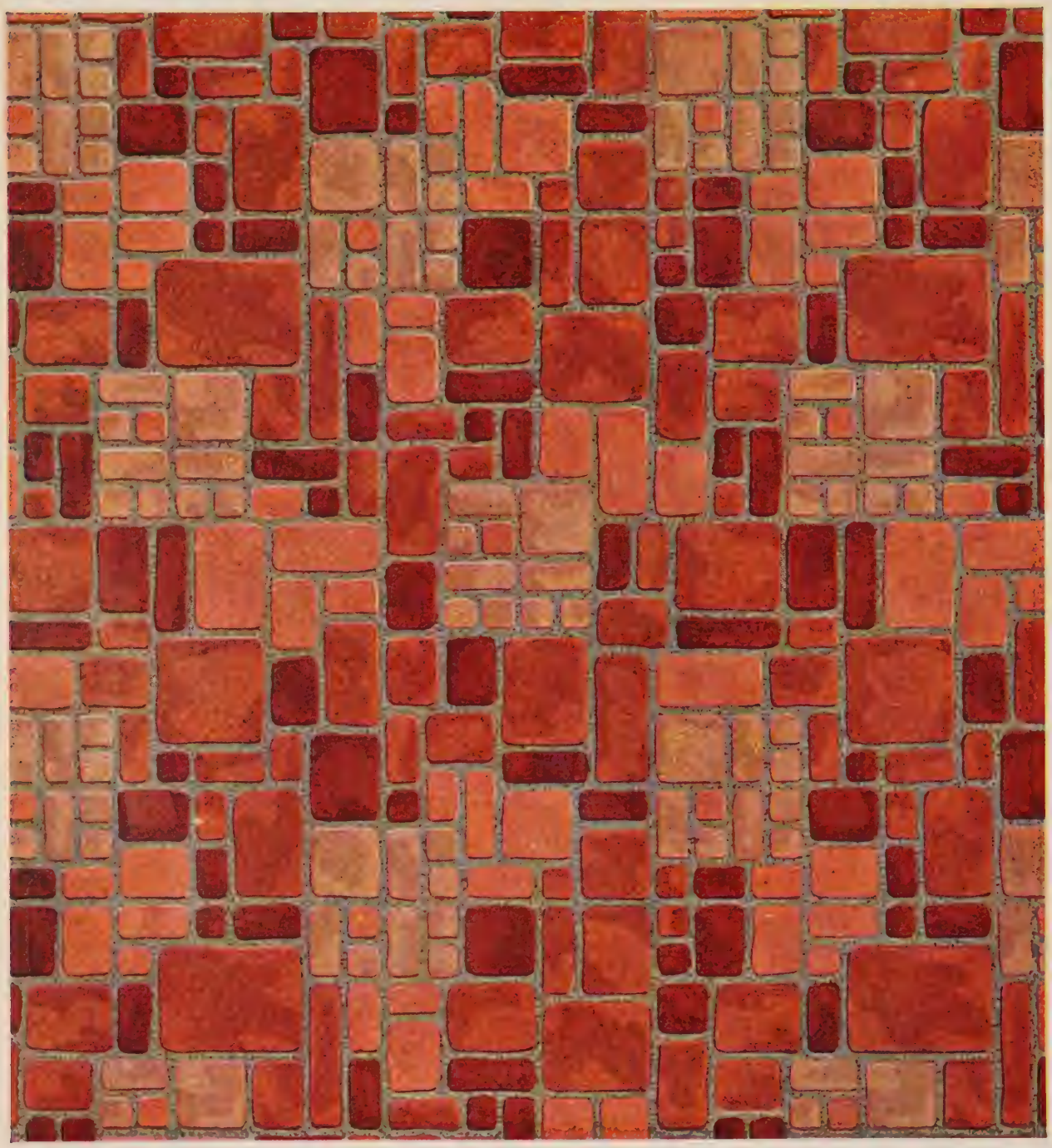
Suggested Color Scheme for Automobile Showroom

Border	No. 30	Upper Wall	Painted semi-luster cream
Linostrips	No. 45	Trim	Cream with blue accent
Linowall, Full or Dado	No. 706	Curtain	Blue cotton rep with white pin stripe
Cove and Base	Flash Type. No. 30		
Upholstery	Blue leather		

GENUINE EMBOSSED LINOLEUM OFFERED IN STANDARD GAUGE

In this group of Armstrong's Standard Gauge Embossed Inlaids, traditional, period, and modern favorites, all are well represented. All have the same characteristic texture and third dimensional depth as the heavier gauges, yet these patterns are low in cost, and durable enough to give years of service. The many colorings are variously quiet, rich, or intense, but always correct for the important part floors play in room decoration. Rounded bottom and edges are an exclusive feature of Armstrong streamlined embossing. This means that dirt won't catch or stick, and that an Embossed linoleum floor is quite easy to keep clean.

Pattern 5600 literally sets the pace for the color scheme in the cheerful, space-saving kitchen shown above. The sandstone field with eggplant, gold, and blue accents gives the whole room a sunny quality.



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5352 Embossed Inlaid—Standard Gauge

Code Word: AIOMBMA

Design—In tones ranging from warm tans to terra cotta reds, this pattern consists of odd-sized blocks laid in a cheerful random design. The gray embossed mortar lines highlight the tile design. **Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries. It is also suitable for small stores, beauty parlors, offices, restaurants, clubhouses, hotel and apartment lobbies, barber shops, tourist cabins.

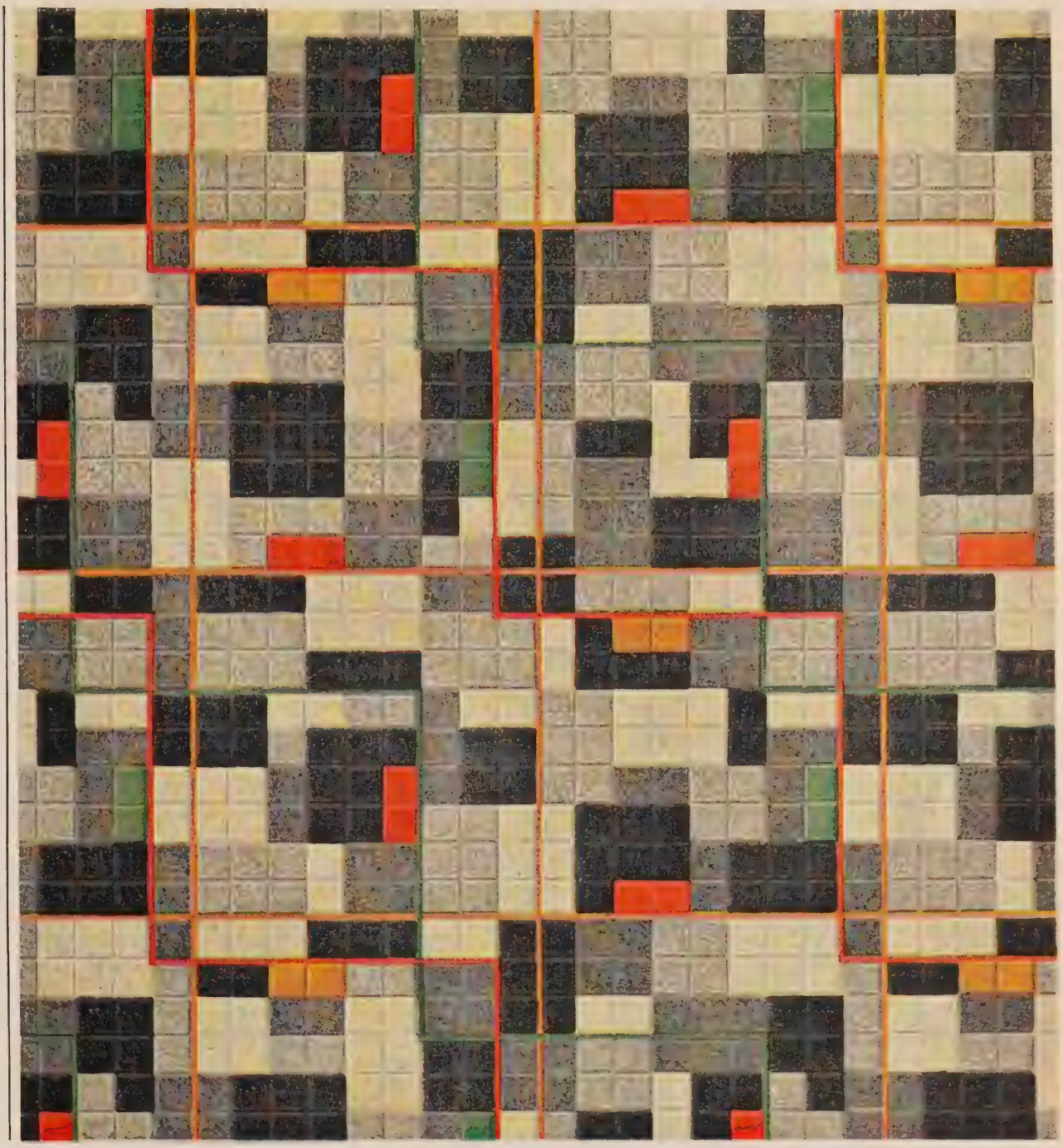
Suggested Color Scheme for Dining-room

Border	No. 25	Wood Base	Knotty pine
Linostrips	No. 45	Trim	Knotty pine
Linowall, Full or Dado	No. 900	Curtain	Turquoise
Upper Wall	Scenic paper in turquoise and rose	Upholstery	Turquoise
		Rug	Terra cotta

Suggested Color Scheme for Apartment Lobby

Border	No. 25	Trim	Taupe
Linostrips	No. 43	Curtain	Heavy striped blue cotton drapery
Linowall, Full or Dado	No. 735	Upholstery	Beige
Wood Base	To match Linowall	Rug	Beige
Upper Wall	Diamond plaid paper in beige and blue		

ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5460 Embossed Inlaid—Standard Gauge

Code Word: AIUME

Design—An entirely new design treatment appears in this cheerful pattern, in which a tracery of irregular lines and accent marks is superimposed on the basic tile effect. Black, white, and gray blocks are accented with a Chinese red, gold, and jade overlay. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries. Also suitable for restaurants, grills, and tourist cabins.

Suggested Color Scheme for Bathroom

Border	No. 23	Upper Wall	White paint
Linostrip	No. 21	Trim	White and dark green
Linowall, Full or Dado	No. 753	Curtain	White dotted swiss—leaf design in shades of green
Cove and Base	Flash Type, No. 23		

Suggested Color Scheme for Kitchen

Border	No. 27	Upper Wall	White paper with vari-colored dots
Linostrip	No. 39	Trim	White and red
Linowall, Dado	No. 752	Curtain	Red oiled silk
Cove and Base	Flash Type, No. 27		

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(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5491 Embossed Inlaid—Standard Gauge

Code Word: AIBUR

Design—The design and the new texture type of embossing make this pattern an excellent reproduction of Colonial handmade floor coverings. The quaint floral effects in mellow colorings suggest this pattern as an ideal flooring for residences or offices in which Colonial or Early American furnishings are employed. **Where to Use**—Kitchens, bedrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, tourist cabins, gift and antique shops.

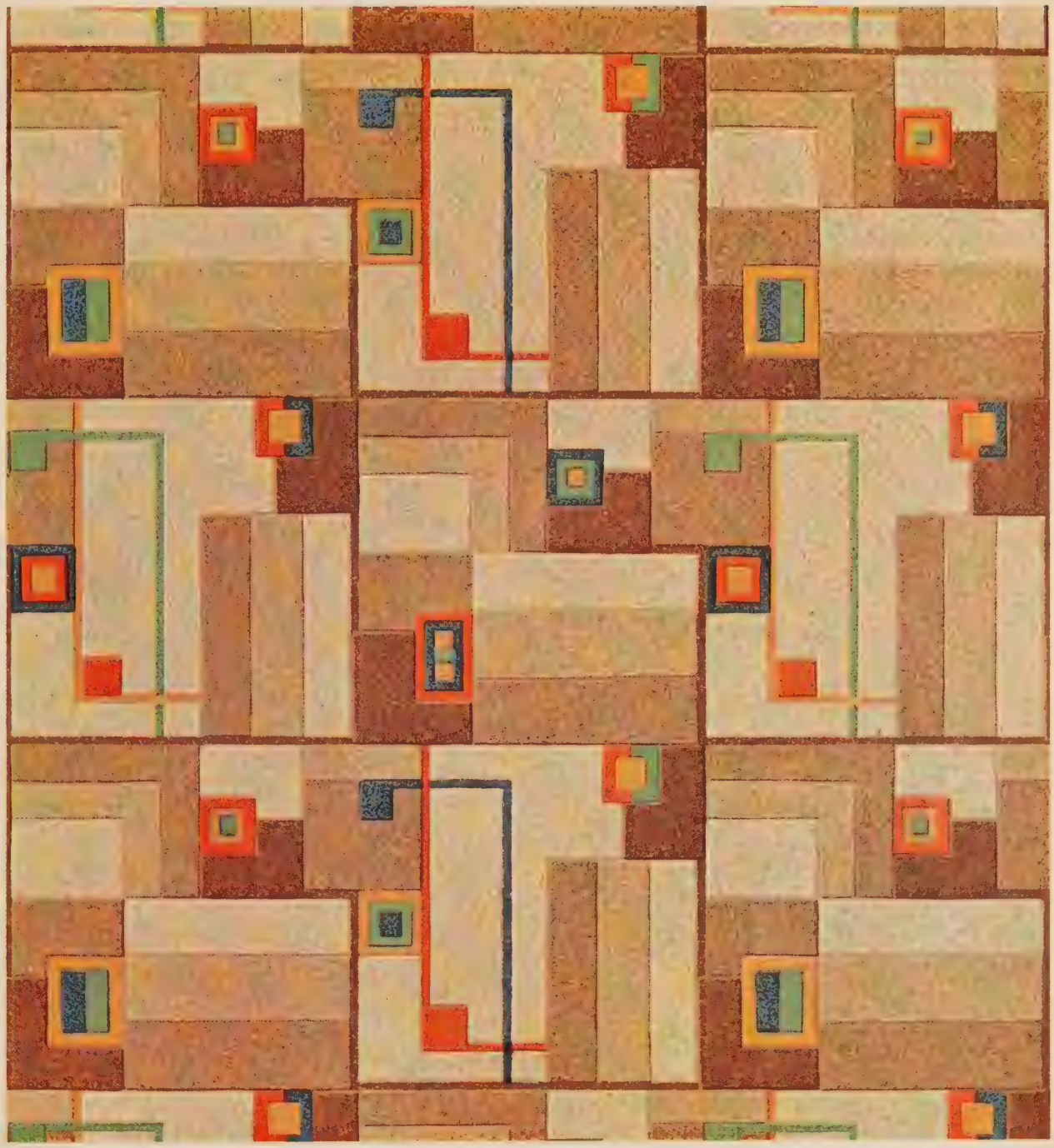
Suggested Color Scheme for Dining-room

Border . . . . . No. 46
Linowall, Full or Dado . . . . . No. 736
Cove and Base . . Wood to harmonize with Linowall
Trim . . . . . Walnut
Upper Wall . . . Orange-red and white plaid paper
Curtain . . . . . Off-white chintz with brown ball fringe
Upholstery . . . Orange and off-white

Suggested Color Scheme for Nursery

Linowall, Full or Dado . . . . No. 900
Cove and Base . . Wood to harmonize with Linowall
Upper Wall . . . . . Green Temlok
Trim . . . . . Knotty pine
Curtain . . . . . Red, green, yellow, and white printed cotton in nursery figures
Upholstery . . . . . Candlewick
Rug . . . . . Wool in green

ARMSTRONG'S



(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 5530 Embossed Inlaid—Standard Gauge

Code Word: AIDOL

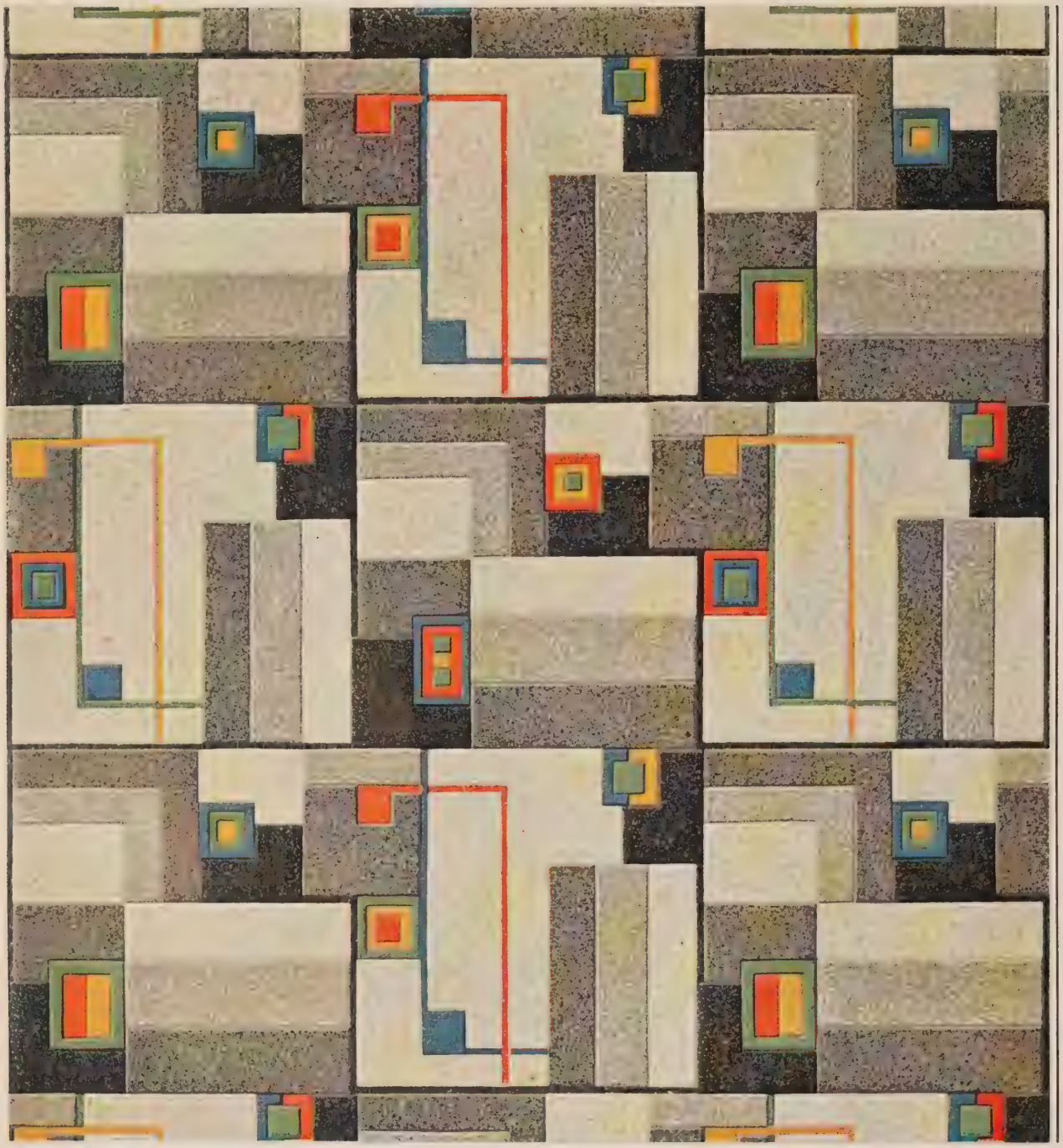
Design—Combining the best features of the overlay tracery and the peasant motifs, this pattern offers a handsome design effect. The background is cafe-au-lait with vivid peasant figures as accents at regular intervals. The overlay tracery is blue, gold, jade, and red. **Where to Use**—Kitchens, sun porches, nurseries, breakfast rooms, rear entries—also in small stores, and restaurants.

Suggested Color Scheme for Small Restaurant

Border	No. 28	Trim	Dark brown with trim of green
Linostrips	No. 42	Curtain	Brown organdy bound in green
Linowall, Full or Dado	No. 735	Upholstery	Green leather
Cove and Base	Flash Type, No. 28		
Upper Wall	Tan paint		

Suggested Color Scheme for Kitchen

Border	No. 20	Upper Wall	Blue with red strawberry design
Linostrips	No. 39	Trim	Natural pine
Linowall, Dado	No. 900	Curtain	Red organdy
Cove and Base	Flash Type, No. 20		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5531 Embossed Inlaid—Standard Gauge

Code Word: AIDUT

Design—Sharply contrasting blocks in brilliant colors emphasize the peasant motif of this handsome design. The field in ivory and tones of gray is a practical coloring because it does not readily show traffic marks. Overlay lines are in gold, green, and blue. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, tourist cabins.

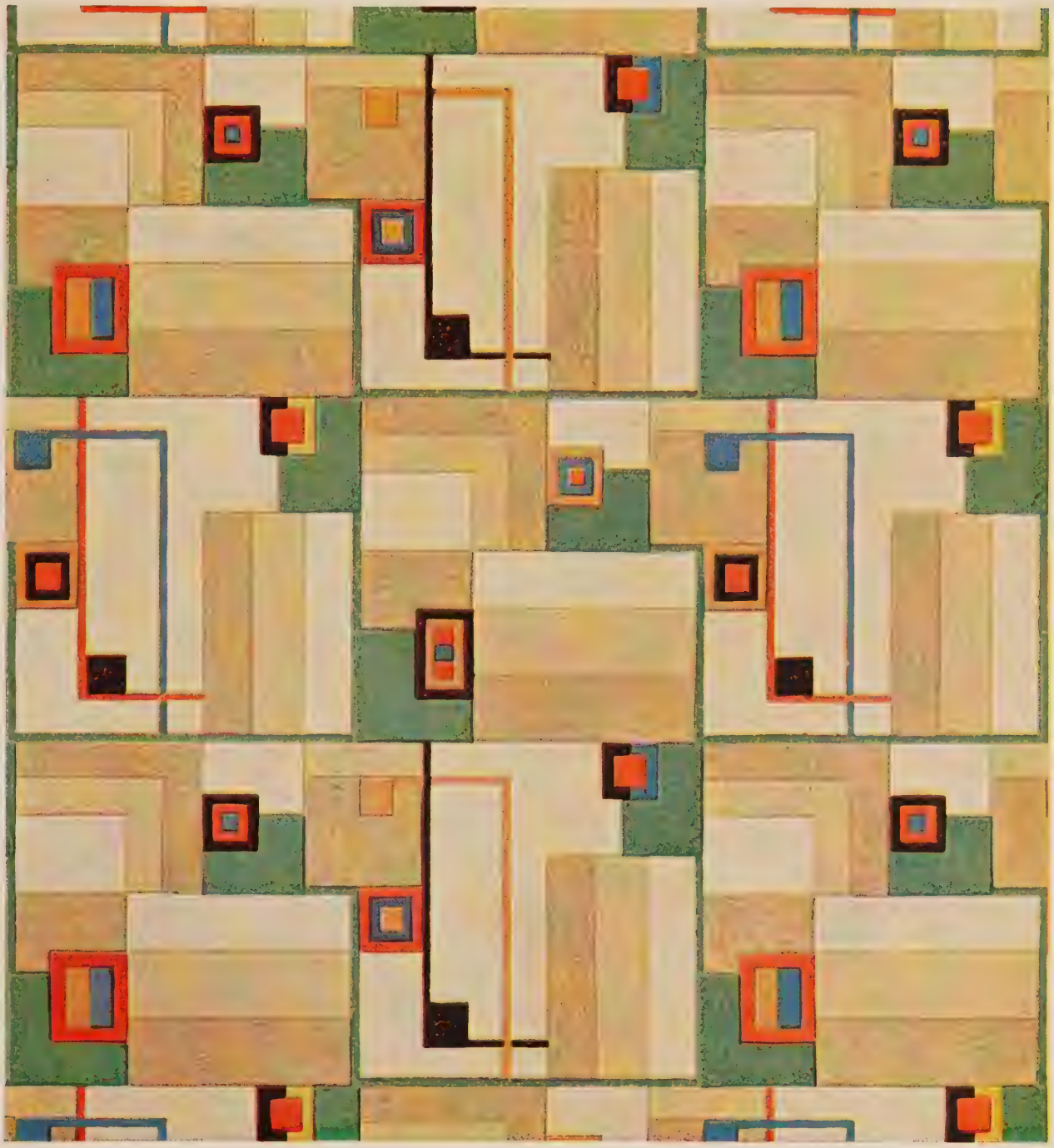
Suggested Color Scheme for Kitchen

Border	No. 29	Trim	Light blue—yellow trim
Linostrips	No. 48	Curtain	Blue dimity—red and yellow flowers
Linowall, Dado	No. 750	Upholstery	Blue leather
Cove and Base	Flash Type, No. 29		
Upper Wall	Light blue paint		

Suggested Color Scheme for Bathroom

Border	No. 27	Upper Wall	White and yellow plaid paper
Linostrips	No. 23	Trim	White
Linowall, Dado	No. 752	Curtain	White organdy
Cove and Base	Flash Type, No. 27	Upholstery	White leather

ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5532 Embossed Inlaid—Standard Gauge

Code Word: AIDEB

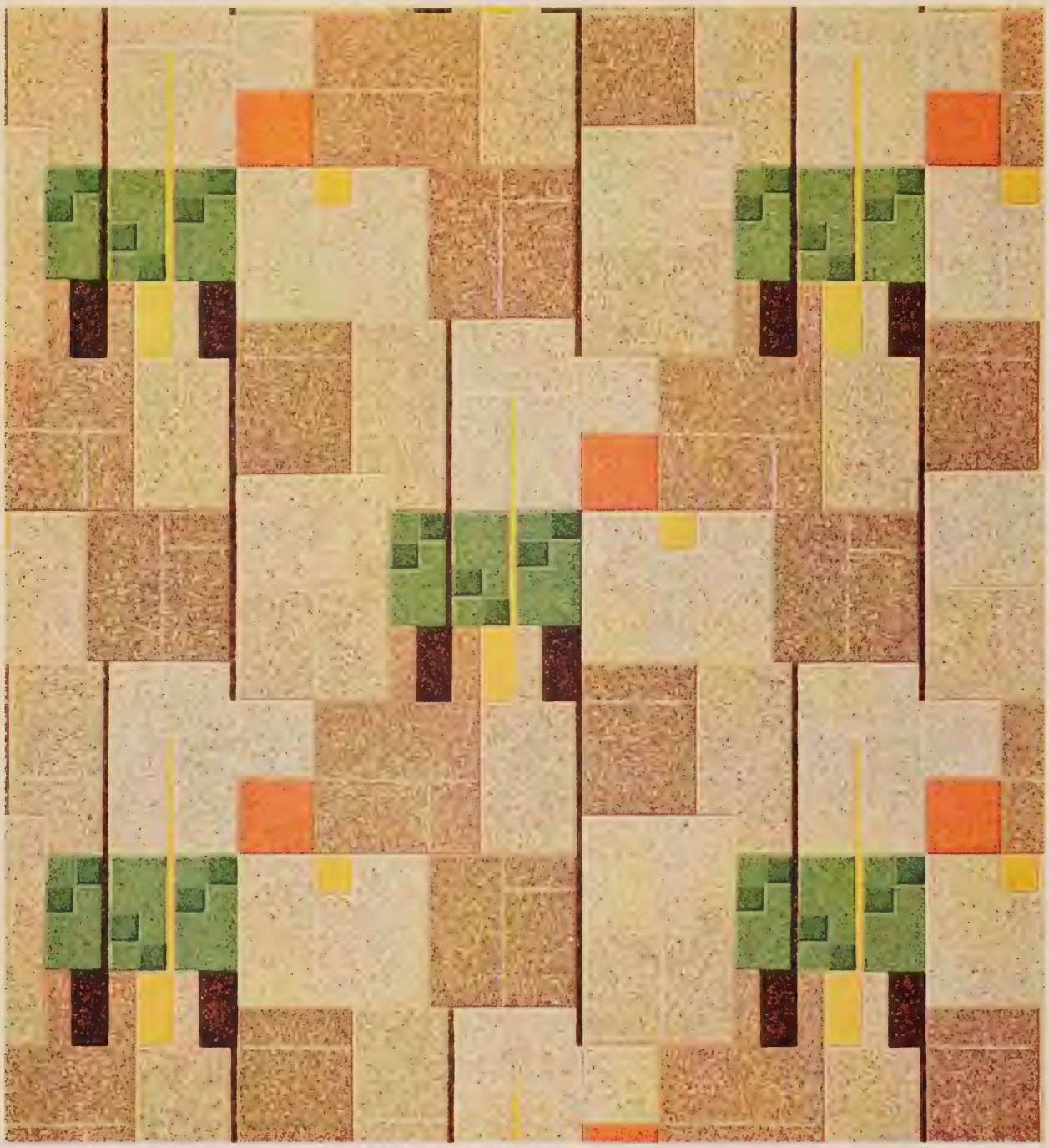
Design—The peasant motif in brilliant colors makes this pattern an excellent one for residential use. The overlay tracery adds further interest. Background blocks in tans and ecrus provide a setting for blocks of jade, also red, blue, gold, and eggplant accents. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, barber shops.

Suggested Color Scheme for Specialty Shop

Border	No. 20	Upper Wall	Beige and tan on green
Linostrips	Nos. 45 and 42	Trim	Pine
Linowall, Full or Dado	No. 735	Curtain	Light tan finished with ball fringe
Cove and Base	Flash Type, No. 20		

Suggested Color Scheme for Breakfast Room

Border	No. 46	Upper Wall	Blue-green scenic design
Linostrips	No. 42	Trim	Green with white accent
Linowall, Full or Dado	No. 753	Curtain	Willow green organdy
Cove and Base	Flash Type, No. 46	Upholstery	White or brown



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5561 Embossed Inlaid—Standard Gauge

Code Word: AIBOC

Design—A development of the open ground overlay effect, this pattern adds interest to the sandstone field through the use of small blocks in yellow, orange, burnt umber, and chartreuse green.

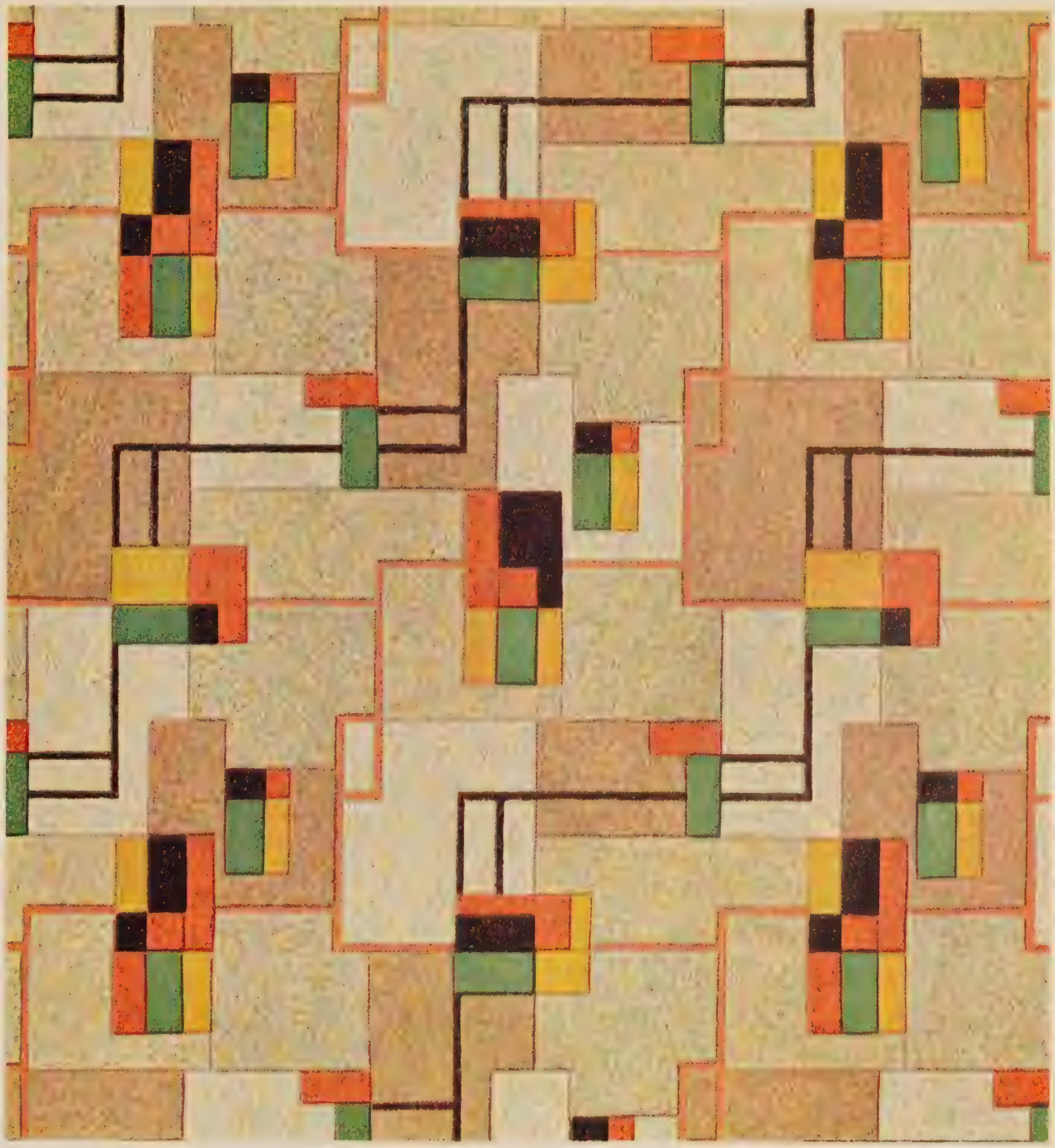
Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, tourist cabins, offices, showrooms, and exhibits.

Suggested Color Scheme for Flower Shop

Border	No. 46	Wall	Ivory and chartreuse
Linostrips	No. 33	Trim	Ivory with brown stripe
Cove and Base	Flash Type, No. 46	Curtain	Flowered oiled silk

Suggested Color Scheme for Breakfast Room

Border	No. 28	Trim	Pine with orange trim
Linostrips	No. 41	Curtain	Orange gingham
Linowall	No. 735	Upholstery	Chair pads of curtain material
Cove and Base	Pine		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5570 Embossed Inlaid—Standard Gauge

Code Word: AIBYK

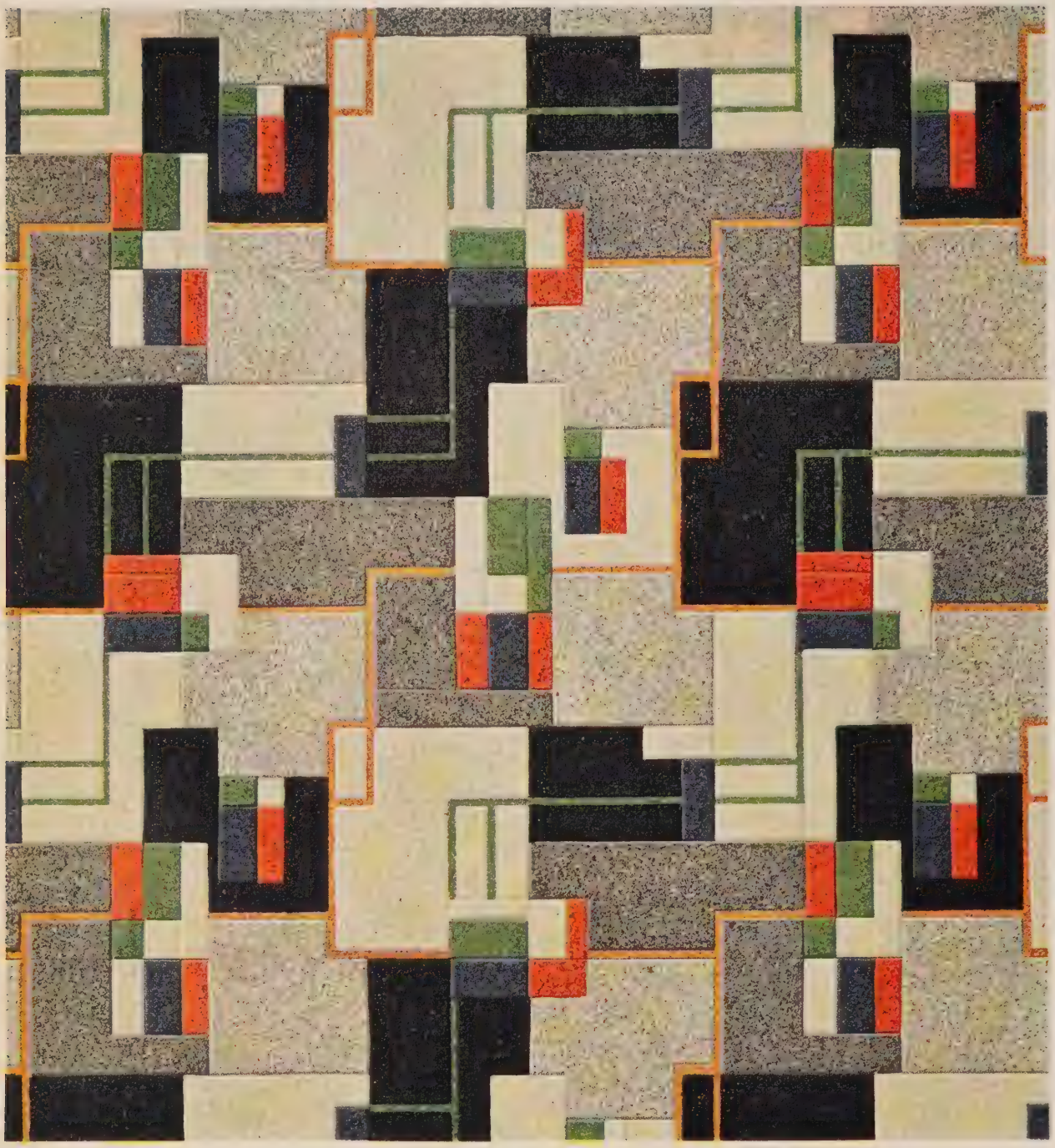
Design—This version of the popular overlay treatment provides a design effect that will harmonize with almost any interior color scheme. The sand tones of the field are emphasized with colorful modernistic blocks of Spanish yellow, red, and green. **Where to Use**—Kitchens, bathrooms, sun porches, studies, breakfast rooms, rear entries, small stores, restaurants.

Suggested Color Scheme for Breakfast Room

Border	No. 20	Upper Wall	Yellow paper with tan stripes
Linostrips	Nos. 42 and 48	Trim	Tan with trim of green
Linowall, Dado	No. 750	Curtain	Green organdy
Cove and Base	Flash Type, No. 20		

Suggested Color Scheme for Sun Porch

Border	No. 20	Trim	Natural pine with red trim
Linostrips	No. 39	Curtain	Tan linen, red pattern
Linowall	No. 735	Upholstery	Beige
Cove and Base	Flash Type, No. 20	Rug	Brown



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5571 Embossed Inlaid—Standard Gauge

Code Word: AICAJ

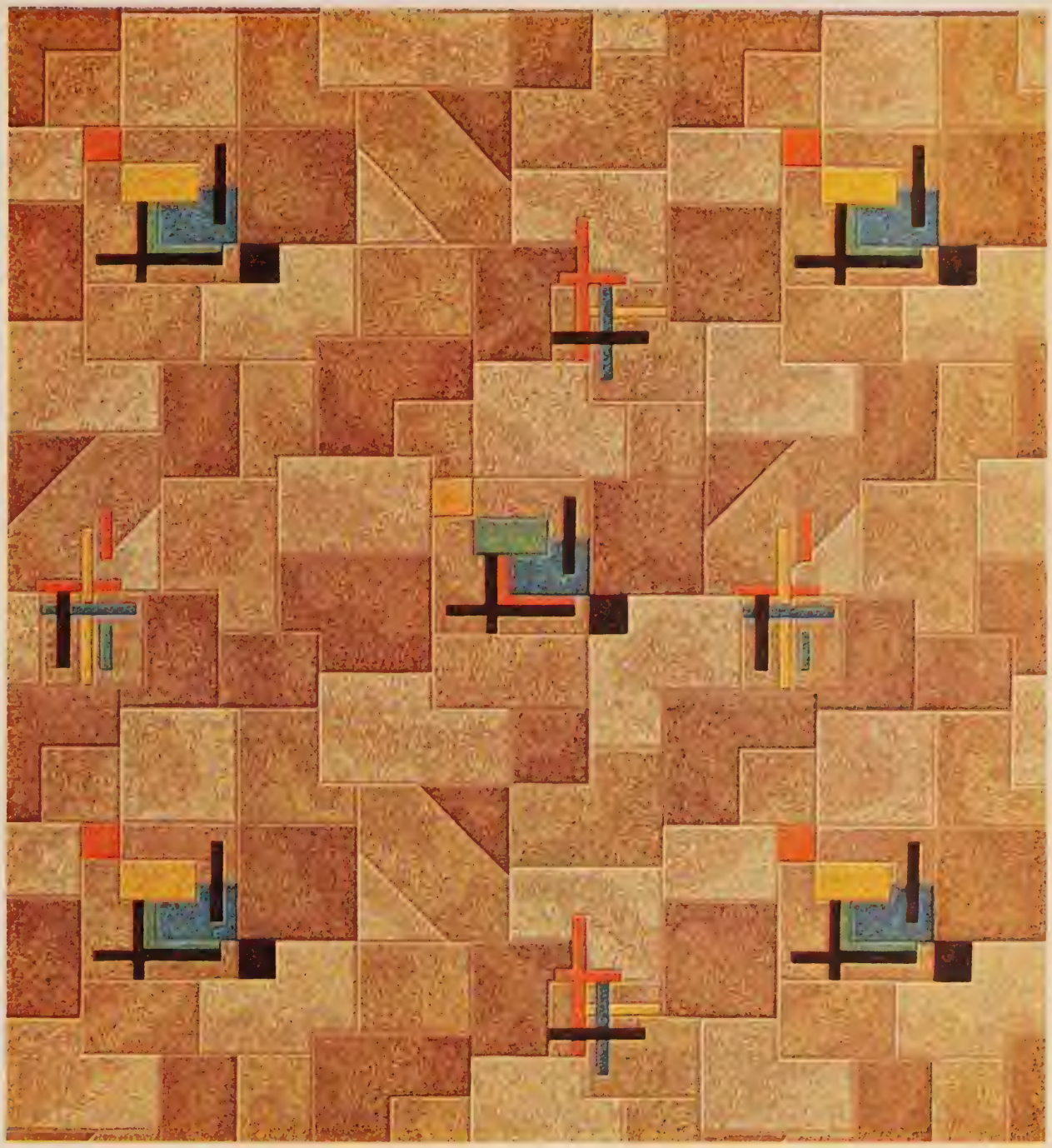
Design—In this design of strong, contrasting colors, the predominating tones of white, silver gray, slate gray, and black are sharply accented with vivid blocks in red, cobalt blue, and moss green. The design is overlaid with strong lines in gold and green. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small shops, sun porches, restaurants, tourist cabins.

Suggested Color Scheme for Bathroom

Border.....No. 27
Linowall, Dado.....No. 750
Cove and Base..Flash Type, No. 27
Upper Wall.....Gray paint
Trim.....Gray with yellow trim
Curtain.....Yellow dimity with colored dots
Rug.....Yellow string rug

Suggested Color Scheme for Kitchen

Border.....No. 30
Linowall, Dado.....No. 752
Cove and Base.....Flash Type, No. 30
Upper Wall.....White paper—strawberry
Trim.....White with red trim
Curtain.....Red oiled silk



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5580 Embossed Inlaid—Standard Gauge

Code Word: AICIM

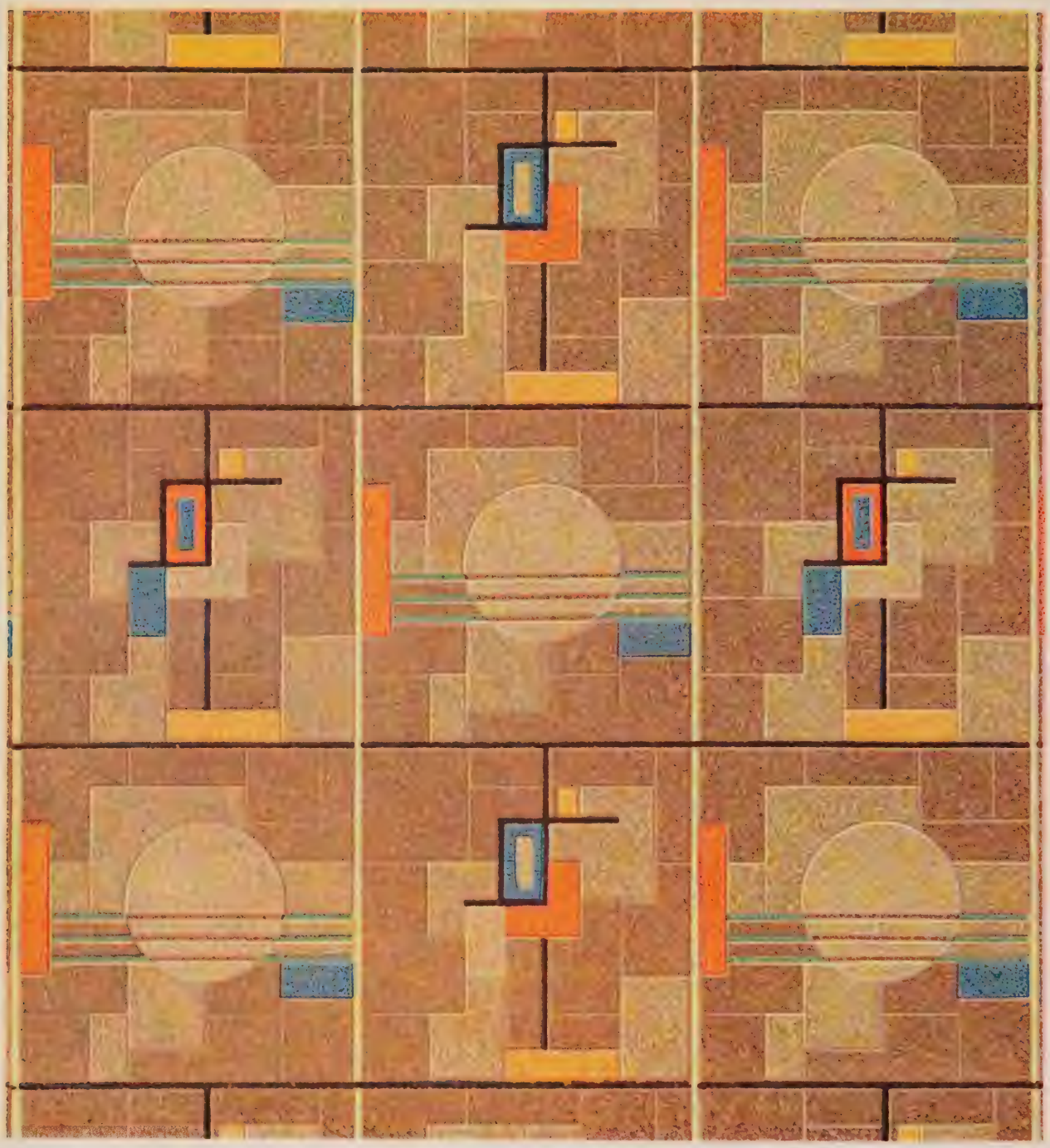
Design—Noteworthy for its serviceable and attractive coloring, this pattern consists of an open ground overlay design in fawn, cadet blue, chocolate, and orange. The shaded broken-block effect adds interest to the blocks in various tones of sand and brown. **Where to Use**—Kitchens, sun porches, studies, recreation rooms, breakfast rooms, rear entries, beauty parlors, offices.

Suggested Color Scheme for Study

Border	No. 46	Trim	Walnut
Linowall, Full or Dado	No. 736	Curtain	Printed linen—brown and tan
Wood Base	Walnut	Rug	Blue
Upper Wall	Light blue paint		

Suggested Color Scheme for Kitchen

Border	No. 29	Trim	Light blue—trim, tangerine
Linowall, Full or Dado	No. 751	Curtain	Blue and orange organdy
Upper Wall	Painted blue		
Cove and Base	Flash Type, No. 29		



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5590 Embossed Inlaid—Standard Gauge

Code Word: AICLA

Design—Three tones of sandstone form the ground for overlays in bright green, orange, and blue. The novel geometrical motifs—circles, rectangles, and parallel lines—suggest this pattern for rooms in the modern mode, as well as for conventional rooms. **Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, offices.

Suggested Color Scheme for Sun Porch

Border	No. 20	Trim	Brown and blue
Linostrips	Nos. 41 and 43	Curtain	Orange jaspé cloth
Cove and Base	Flash Type, No. 20	Upholstery	Blue and brown
Wall	Brown and green paint	Rug	Brown

Suggested Color Scheme for Office

Border	No. 46	Trim	Parchment and blue
Linostrips	Nos. 29 and 45	Curtain	Blue, tan, white printed linen
Cove and Base	Flash Type, No. 46	Rug	Brown
Wall	Parchment paint		

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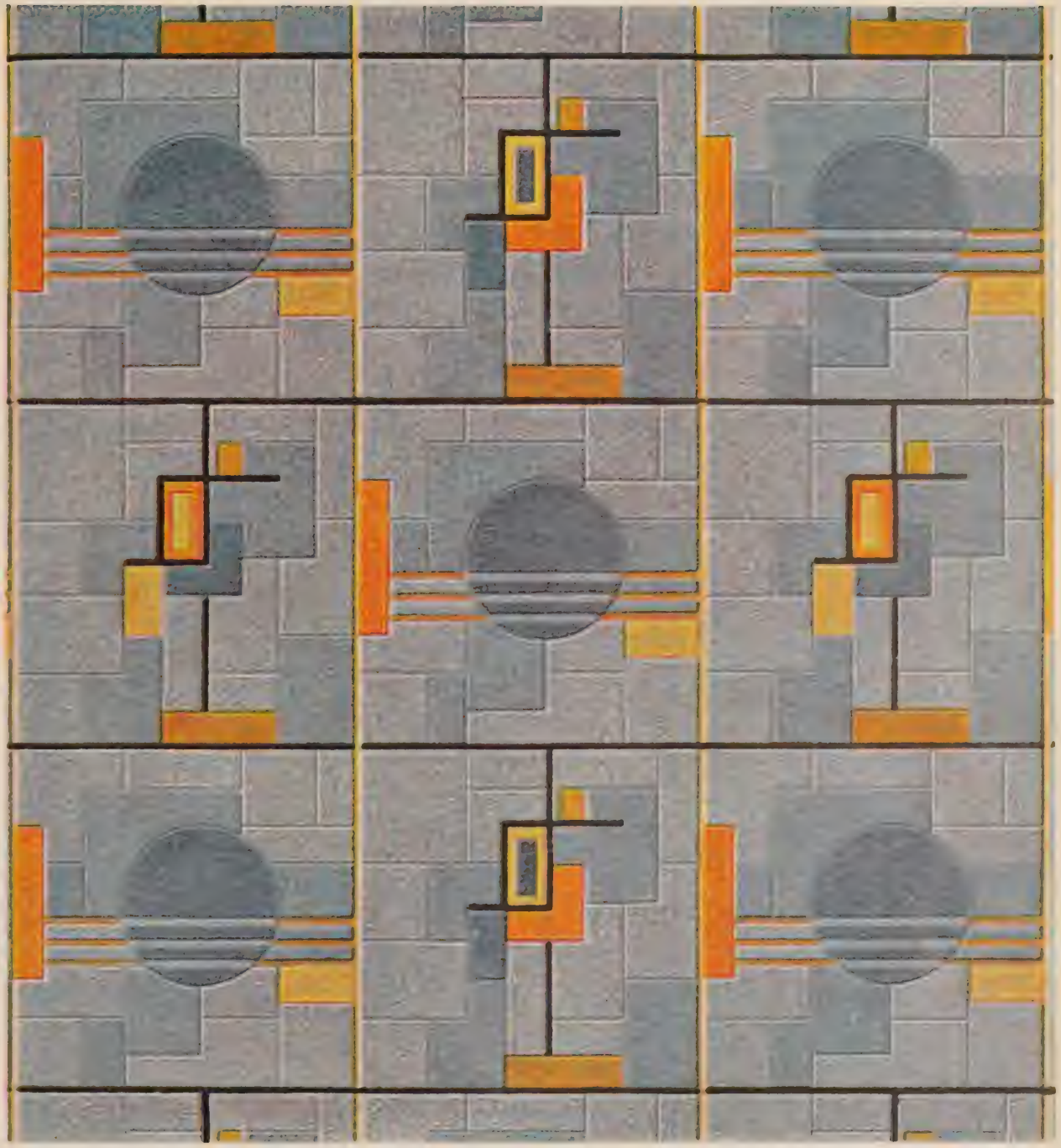
ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5591 Embossed Inlaid—Standard Gauge

Code Word: AICOD

Design—On a field in subdued tones of blue, a modernistic geometrical design in brilliant orange, gold, and black is executed with striking effect. Variety of tile sizes adds further interest.

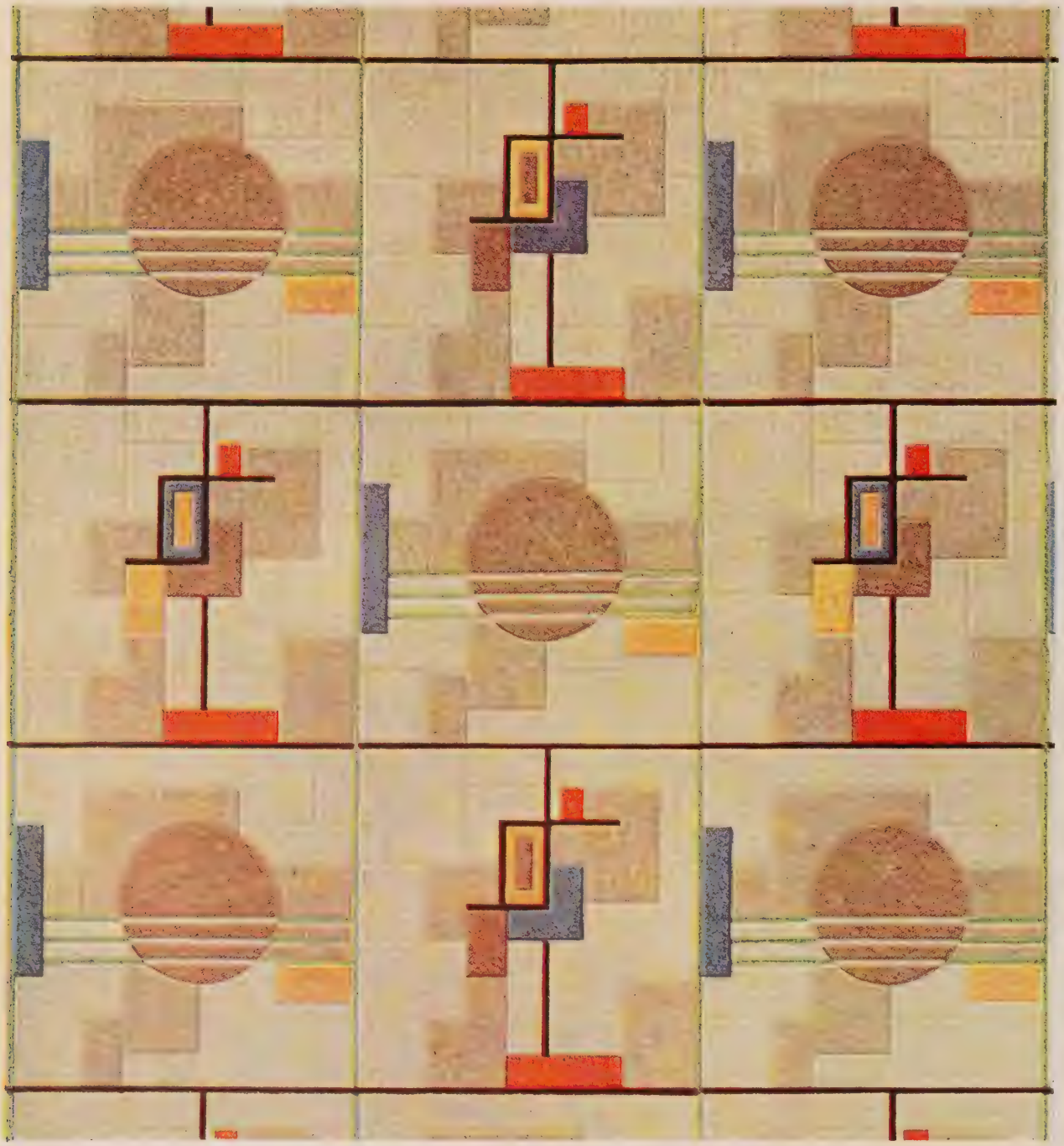
Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, as well as small stores, beauty parlors, night clubs, restaurants, clubhouses.

Suggested Color Scheme for Kitchen or Breakfast Room

Border . . . . . No. 29
Linowall, Full or Dado . . . . No. 737
Cove and Base . . Flash Type, No. 29
Trim . . . . . Yellow with blue accent
Upper Wall . . . . . Yellow paper—silver design
Curtain . . . . . Yellow oiled silk
Upholstery . . . . . Blue leather

Suggested Color Scheme for Night Club or Restaurant

Border . . . . . No. 30
Linostrips . . . . . No. 45
Linowall, Full or Dado . . . . No. 731
Cove and Base . . Flash Type, No. 30
Upper Wall . . Gray, blue, fawn paper
Trim . . . . Platinum with blue accent
Curtain . . . . . Blue and white cotton damask
Upholstery . . . . . Blue, white, or tan



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5592—Embossed Inlaid—Standard Gauge

Code Word: AICRO

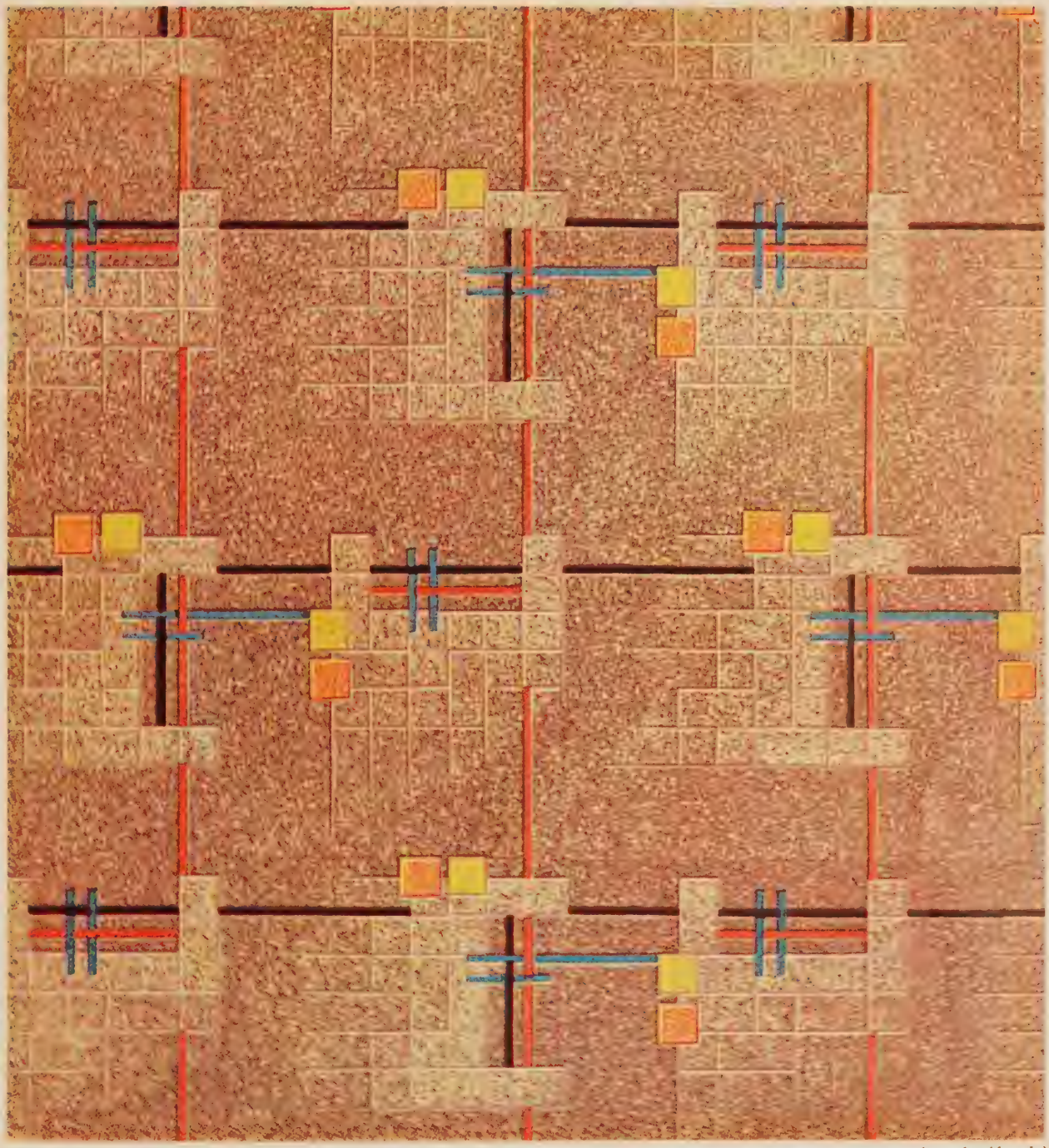
Design—Strongly geometrical with its circles, rectangles, and groups of parallel lines, this pattern lends itself to many uses. The sandstone background is accented with interesting overlays in colors of orange, oriental blue, gold, jade, and black. **Where to Use**—Kitchens, bathrooms, sun porches, studies, breakfast rooms, rear entries, small stores, and restaurants.

Suggested Color Scheme for Sun Porch

Border.....No. 46
Linostrips.....Nos. 48 and 43
Linowall.....No. 735
Cove and Base..Flash Type, No. 46
Upper Wall....Striped paper in tan
Trim.....Buff paint
Curtain.....Orange taffeta
Upholstery.....Brown
Rug.....Brown

Suggested Color Scheme for Breakfast Room

Border.....No. 30
Linostrips.....No. 28
Linowall, Full or Dado.....No. 737
Cove and Base..Flash Type, No. 30
Upper Wall.....Dark blue paper
Trim.....Natural pine
Curtain.....Cotton print—tan background
Upholstery.....Blue leather



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5600 Embossed Inlaid—Standard Gauge

Code Word: AILAP

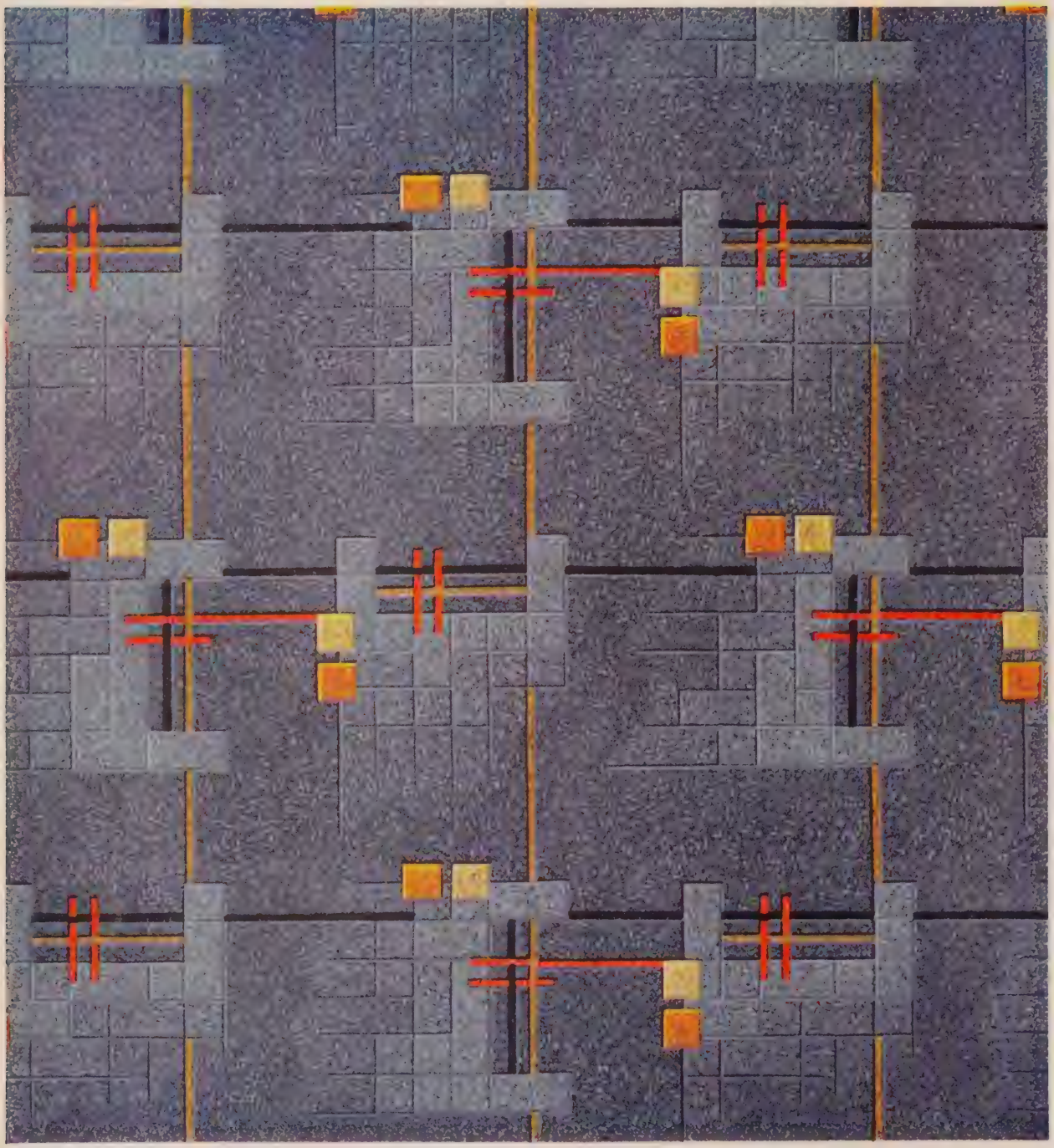
Design—This new open ground design, which is a refreshing variation of the popular overshot interliner effect, will be found widely useful in residences as well as in small shops and homelike tea rooms. The ground coloring is in warm, mottled sandstone tones with sunny accents in eggplant, gold, and blue. **Where to Use**—Kitchens, baths, entrance halls, dining-rooms, sun porches, recreation rooms, nurseries, breakfast rooms, small stores, beauty parlors, restaurants, barber shops, and bookshops.

Suggested Color Scheme for Kitchen

Border	No. 46	Upper Wall	Yellow paper with blue, brown, and red chicks
Linostrips	No. 29	Trim	Walnut
Cove and Base	Flash Type, No. 46	Curtain	Brown oiled silk
Linowall, Dado	No. 735		

Suggested Color Scheme for Child's Room

Border	No. 43	Trim	Pastel blue trimmed with yellow and orange-red
Linostrips	Nos. 41 and 48	Curtain	Ivory cotton, nursery print in yellow, blue, and red
Linowall	No. 737		
Rug	Blue		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5601 Embossed Inlaid—Standard Gauge

Code Word: AILCI

Design—Although a variation of the popular overshot interliner and accent inset treatment, this new design has a definite style of its own. Note the way in which the shaded embossed areas of French blue blend into the royal blue background. The accent colorings are of gold, taupe, deep coral, and black. **Where to Use**—Kitchens, baths, dining-rooms, sun porches, studies, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, clubhouses, barber shops, tourist cabins.

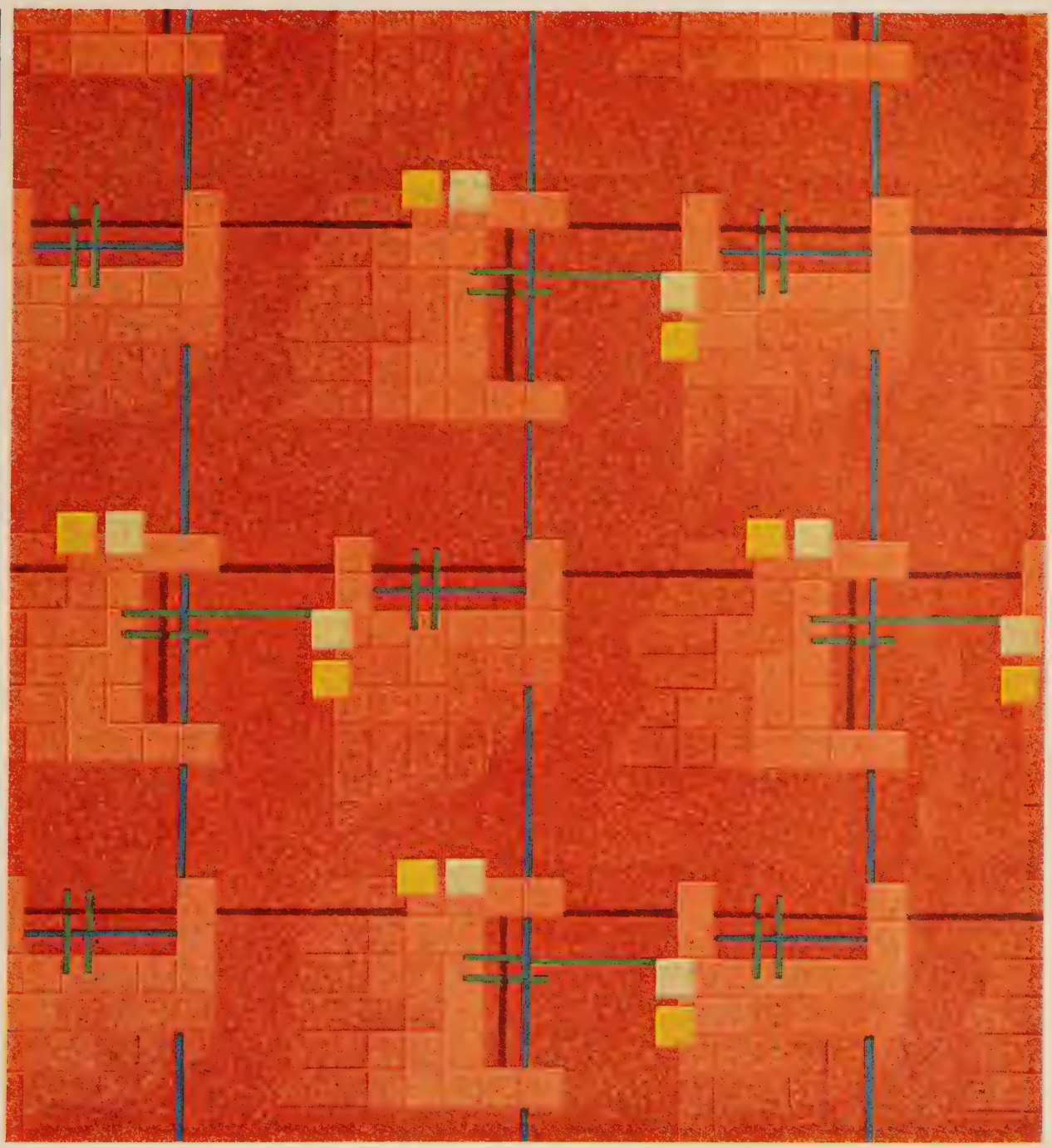
Suggested Color Scheme for Kitchen

Border	No. 29	Upper Wall	Blue and white dotted paper
Linostrips	Nos. 43 and 41	Trim	Blue
Linowall, Full or Dado	No. 731	Curtain	Red oiled silk
Cove and Base	Flash Type, No. 29		

Suggested Color Scheme for Yacht Club

Border	No. 30	Upper Wall	Painted yellow
Linostrip	No. 40	Trim	Yellow with red
Linowall, Dado	No. 735	Curtain	Blue yacht chintz
Cove and Base	Flash Type, No. 30	Upholstery	Blue or red

ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5602 Embossed Inlaid—Standard Gauge

Code Word: AILEB

Design—With background tones in a beautiful deep coral and accents in jade, gold, blue, and ivory, this distinctive pattern harmonizes with many color schemes. The coloring of the field makes this a practical floor from the standpoint of easy maintenance. Like No. 5600, this is a brand-new treatment of the overshot interliner idea, which has been extremely popular. **Where to Use**—Kitchens, baths, entrance halls, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, restaurants, clubhouses, barber shops, tourist cabins, coffee shops, gift shops.

Suggested Color Scheme for Sun Porch

Border.....No. 25
Linostrips.....Nos. 42 and 43
Cove and Base..Flash Type, No. 25
Wall....Green rough-texture paper
Trim...Green with yellow and blue
Curtain.....Yellow modern fabric
Upholstery.....Green
Rug.....Blue

Suggested Color Scheme for Kitchen

Border.....No. 46
Linowall, Full or Dado....No. 750
Cove and Base..Flash Type, No. 46
Trim.....White with dark brown
Wall.....Ivory paper with yellow, green, and salmon vegetables
Curtain.....Brown organdy
Upholstery.....Ivory

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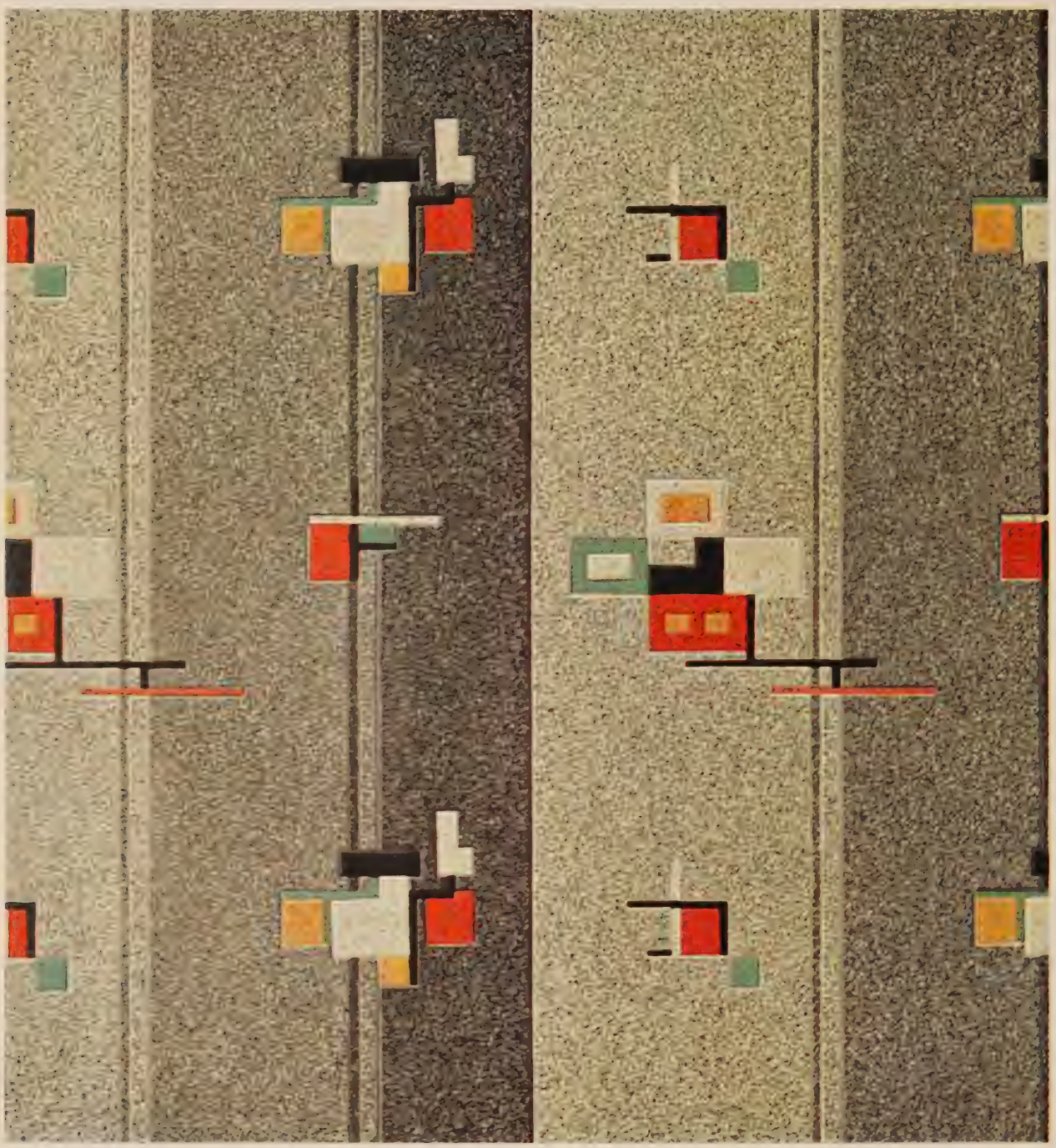


ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5610 Embossed Inlaid—Standard Gauge

Code Word: AILBT

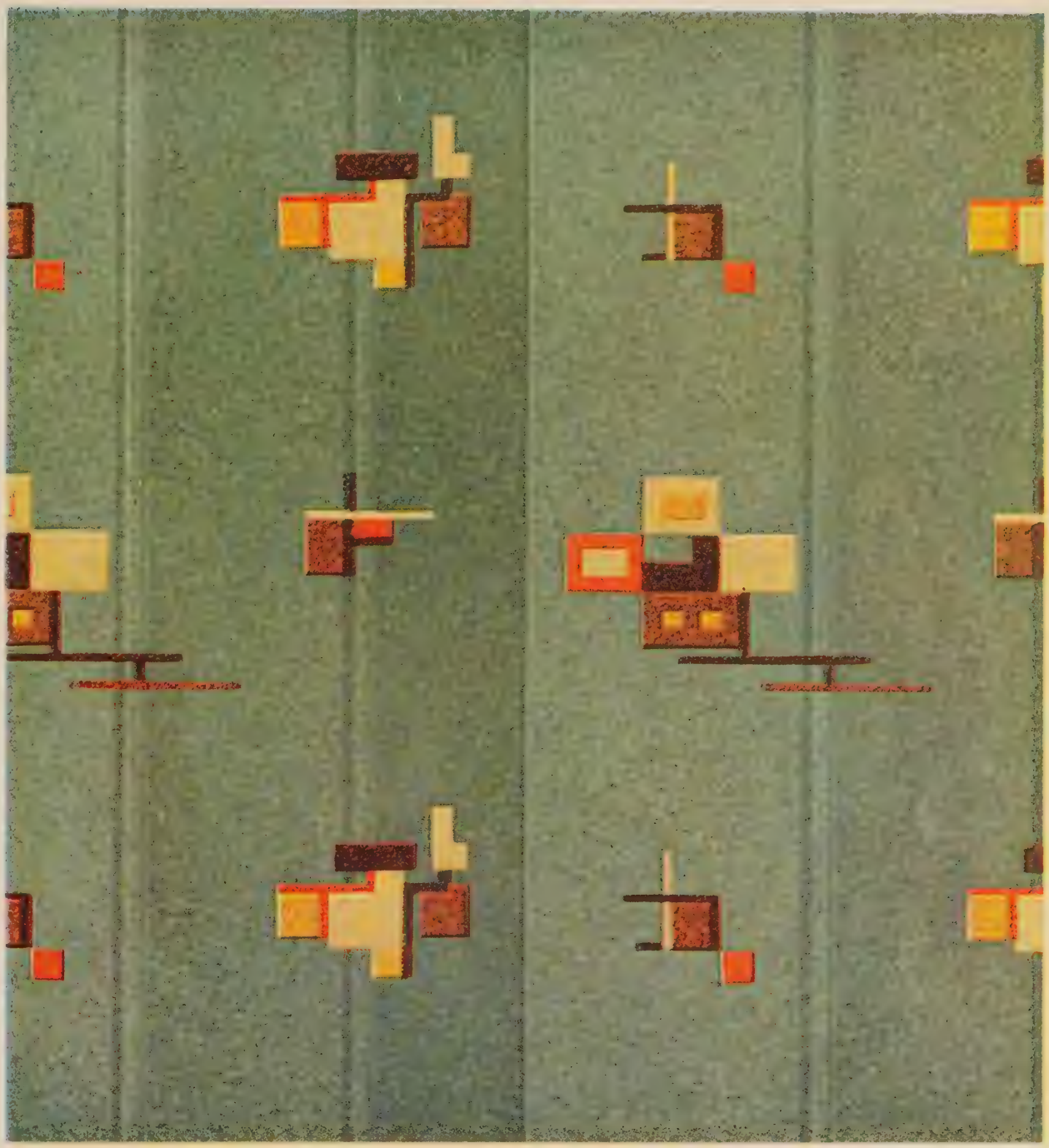
Design—This completely new design effect in three soft tones of gray with brilliantly colored accent blocks in red, green, and white introduces a refreshing note in Standard Embossed patterns. It will be found valuable, due to its directional stripes, for "slenderizing" rooms that are too square to be truly pleasing. **Where to Use**—Kitchens, bathrooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, radio stations, clubhouses, airports, tourist cabins.

Suggested Color Scheme for Kitchen

Border	No. 22	Upper Wall	White paper with fruit in green and red
Linostrips	No. 23	Trim	Pale green
Linowall, Full or Dado	No. 752	Curtain	Red oiled silk
Cove and Base	Flash Type, No. 22		

Suggested Color Scheme for Bathroom

Border	No. 27	Upper wall	Red paper or paint
Linostrips	No. 39	Trim	Cream
Linowall, Full or Dado	No. 737	Curtain	White barred organdy
Cove and Base	Flash Type, No. 27	Rug	Black



(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 5611 Embossed Inlaid—Standard Gauge

Code Word: AILGA

Design—Here is another version of the directional line effect found in No. 5610; and here, too, is an equally tasteful blending of colors. Against the three tones of subdued green, random groups of accent blocks in orange, white, gold, and brown add a gay note that will make this pattern ideal for residential use.

Where to Use—Kitchens, bathrooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, laundries, tourist cabins, coffee shops, lunch rooms, and restaurants.

Suggested Color Scheme for Sun Porch

Border	No. 46
Linostrips	Nos. 41 and 20
Linowall, Full or Dado	No. 738
Trim	Sage and taupe
Cove and Base	Wood painted sage and taupe
Curtain	Green printed chintz
Upholstery	Green

Suggested Color Scheme for Laundry

Border	No. 21
Linostrips	No. 23
Linowall, Full or Dado	No. 752
Cove and Base	Flash Type, No. 21
Upper Wall	Green paper with white and green dots
Trim	Milan green
Curtain	White barred organdy

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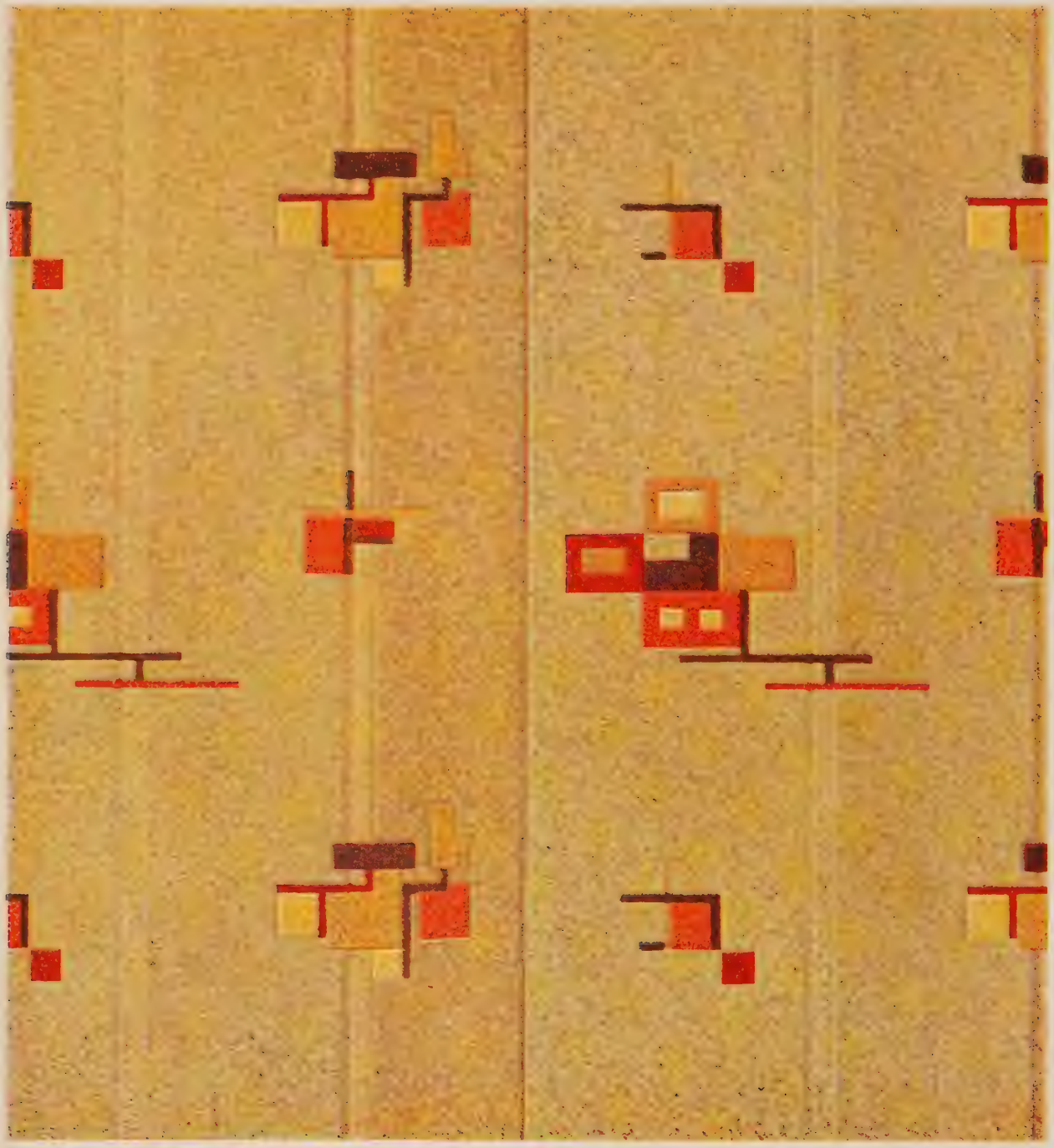

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5612 Embossed Inlaid—Standard Gauge

Code Word: AILPS

Design—There's a strong directional feeling to this pattern with its series of graduated bands in three shades of sandstone. The accent blocks are in gold, cream, scarlet, salmon, and brown.

Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, tourist cabins, coffee shops, bakery stores, men's shops.

Suggested Color Scheme for Recreation Room

Border.....No. 46
Linostrips.....Nos. 41 and 48
Cove and Base..Flash Type, No. 46
Wall.....Painted canary
Curtain..Brown chintz with orange and yellow stars
Trim.....Brown
Upholstery.....Brown

Suggested Color Scheme for Bathroom

Border.....No. 46
Linowall, Full or Dado....No. 735
Cove and Base..Flash Type, No. 46
Upper Wall.....Painted brown
Trim.....Painted to match 735
Curtain.....Buff with embroidered brown dots
Rug.....Brown

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ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5620 Embossed Inlaid—Standard Gauge

Code Word: AILRN

Design—A new variation of a traditional old world tile pattern. Against a background of shaded sandstone blocks is placed a variety of blue shaded blocks with delft blue predominating.

Where to Use—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, tourist cabins, tea rooms, haberdasheries, book stores, jewelry stores.

Suggested Color Scheme for Nursery

Border	No. 29	Wall	Blue paper, nursery figures
Linowall, Dado	No. 737	Curtain	White crinkled organdy
Cove and Base	Flash Type, No. 29	Upholstery	White
Trim	Blue	Rug	Blue

Suggested Color Scheme for Bathroom

Border	No. 30	Upper Wall	Ivory paint
Linostrips	No. 23	Curtain	Deep blue dimity, figures in tan and white
Linowall, Full or Dado	No. 752		
Cove and Base	Flash Type, No. 30	Trim	Ivory

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5621 Embossed Inlaid—Standard Gauge

Code Word: AILSM

Design—Tile reds in a wide variety of shades, a background of sandstone blocks, and a new variant of a traditional handcraft tile design make up this new pattern that may be used in a number of rooms in the home as well as in certain business places. **Where to Use**—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores.

Suggested Color Scheme for Recreation Room

Border	No. 39	Wall	Ivory paper with red pine needles
Cove and Base	Flash Type, No. 39	Curtain	Red cotton damask
Trim	Taupe	Upholstery	Ivory

Suggested Color Scheme for Kitchen

Border	No. 27	Upper Wall	Red-orange paper with ivory lines
Linowall, Full or Dado	No. 752	Curtain	Ivory voile
Cove and Base	Flash Type, No. 27	Upholstery	Red-orange
Trim	Cream		

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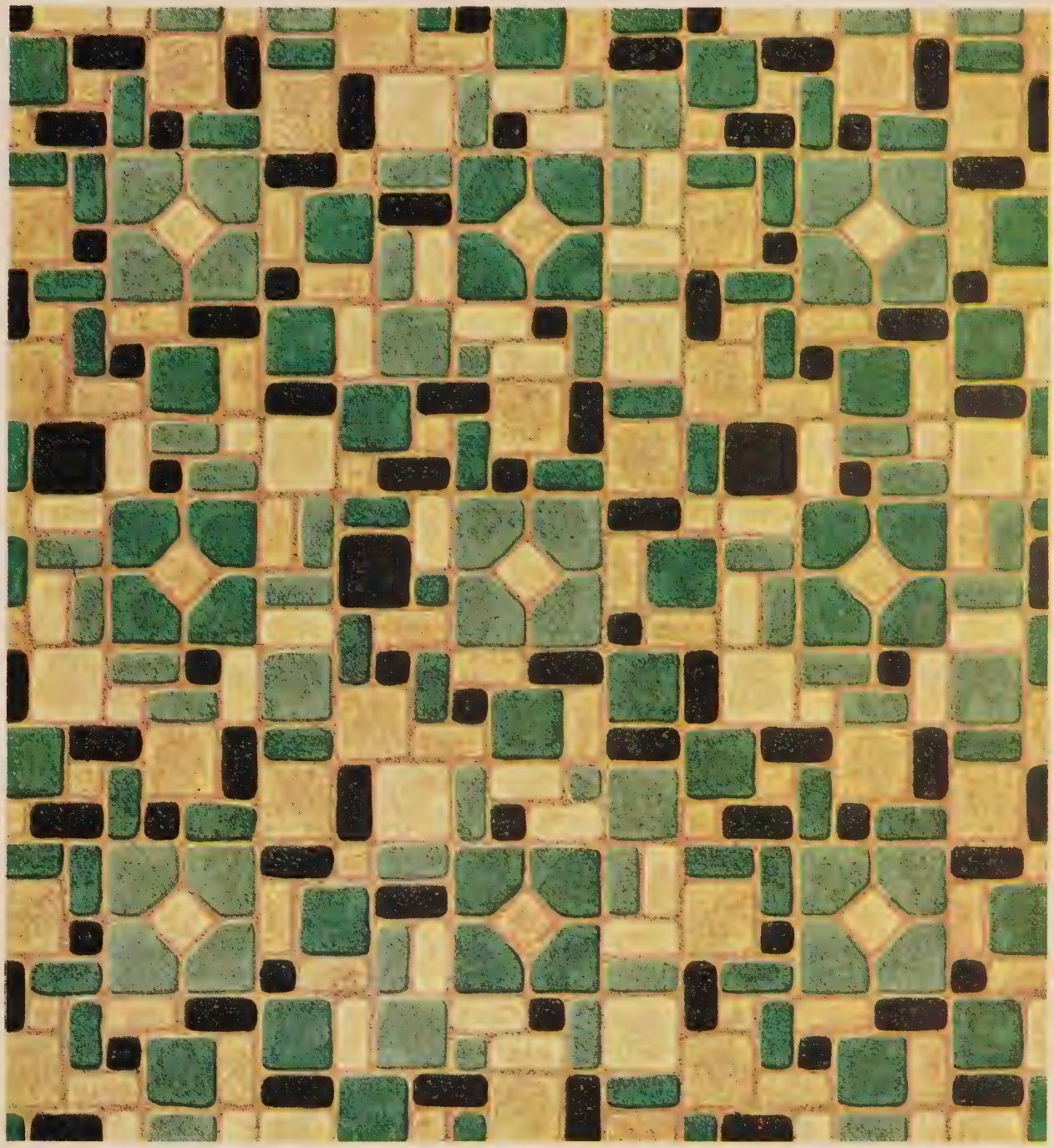
ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5622 Embossed Inlaid—Standard Gauge

Code Word: AILUV

Design—In design this pattern closely resembles the antique tile floors found in the old world. In color, however, it is fresh and new with its three-tone verdure green blocks set against a background of shaded sandstone blocks. It's an ideal residential pattern. **Where to Use**—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores.

Suggested Color Scheme for Sun Porch

Border	No. 21	Trim	Buff and cream
Linostrips	No. 45	Curtain	Green glazed chintz with ivory and tan flowers
Linowall, Full or Dado	No. 735	Upholstery	Tan
Cove and Base	Flash Type, No. 21		

Suggested Color Scheme for Kitchen

Border	No. 21	Upper Wall	Ivory ground paper with vegetable design
Linowall, Full or Dado	No. 753	Curtain	Green oiled silk
Cove and Base	Flash Type, No. 21	Upholstery	Green
Trim	Lettuce green		

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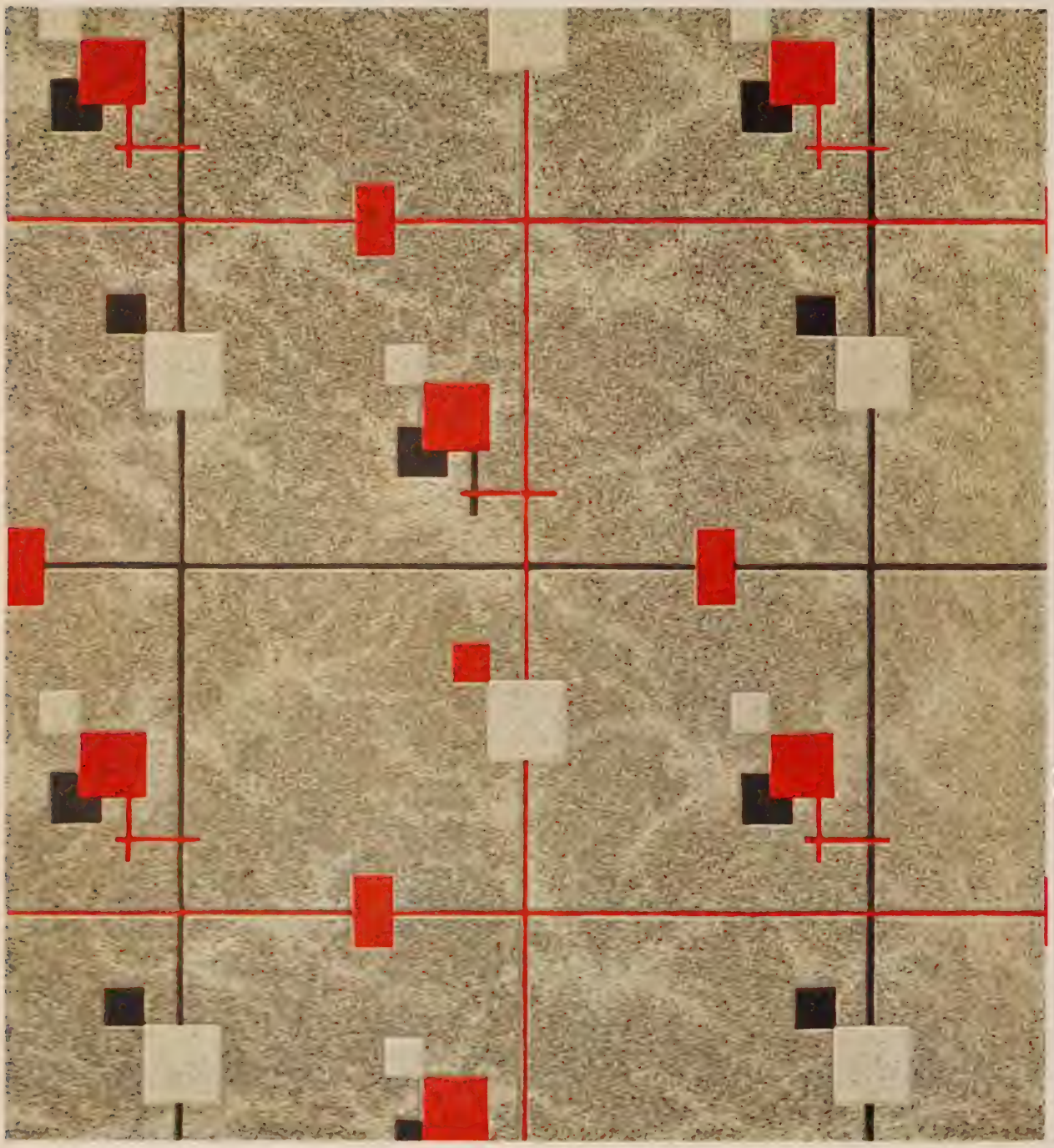

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5630 Embossed Inlaid—Standard Gauge

Code Word: AILWU

Design—Here the popular color combination of black, gray, white, and scarlet is presented in an entirely new design. The nine-inch, open ground field blocks are enriched by the exclusive new highlight shading—as practical a treatment as it is attractive. **Where to Use**—Kitchens, bathrooms, sun porches, studies, breakfast rooms, rear entries, small stores, and tourist cabins.

Suggested Color Scheme for Kitchen

Border.....No. 22
Linostrips.....Nos. 39 and 23
Linowall, Full or Dado....No. 752
Cove and Base..Flash Type, No. 22
Upper Wall...Ivory paper, red and green apple tree design
Trim.....Gray
Curtain.....Red oiled silk

Suggested Color Scheme for Tourist Cabin

Border.....No. 27
Linostrips.....No. 24
Cove and Base.....Wood painted dove gray
Wall.....Painted French gray
Curtain.....Printed cotton, gray, red, black and blue stripes
Upholstery.....Gray and red

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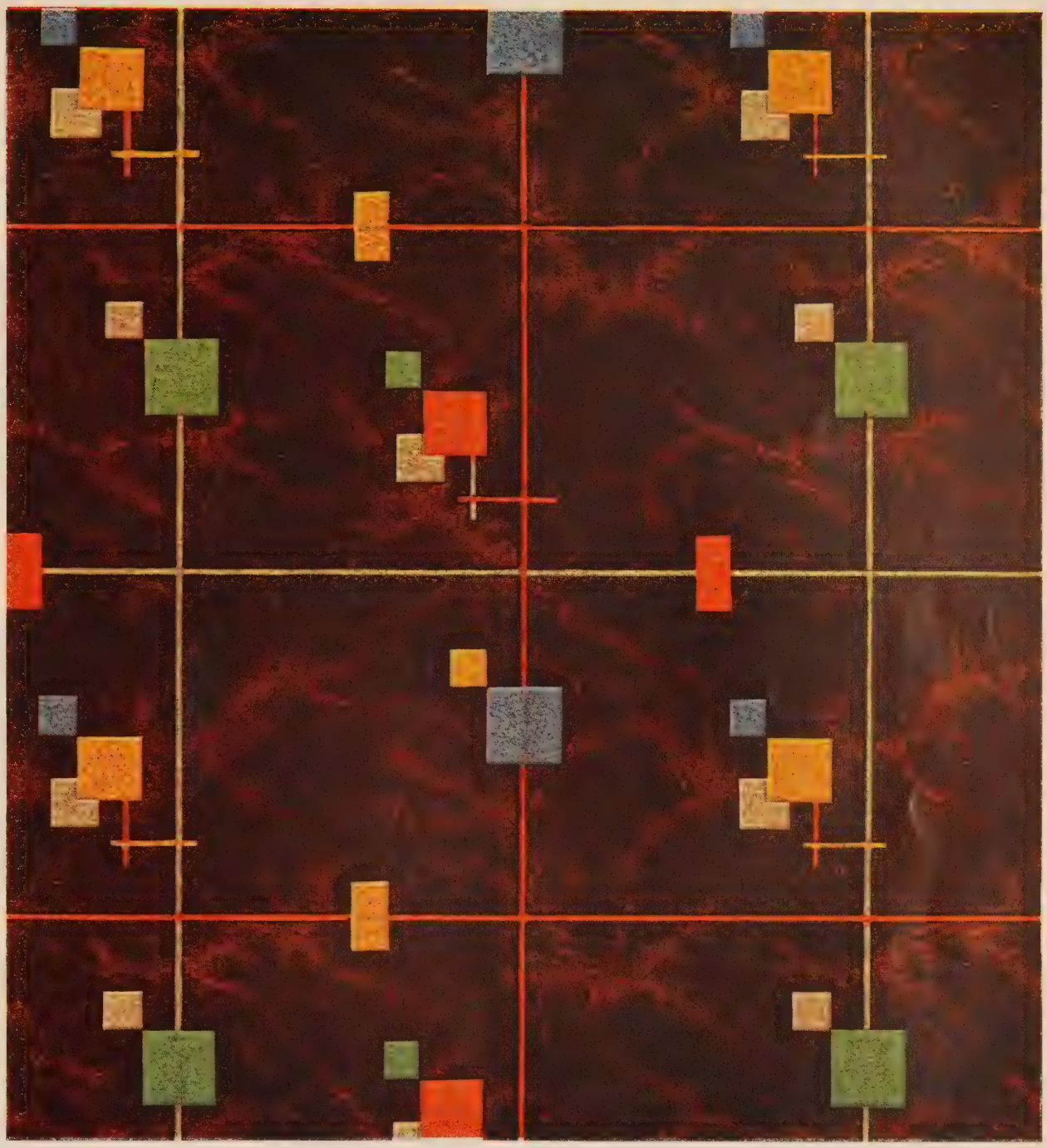
ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5631 Embossed Inlaid—Standard Gauge

Code Word: AILYO

Design—Highlight shading—an entirely new design effect in the Armstrong Line—is the outstanding feature of this stimulating pattern in black and deep copper. Scattered small blocks of various sizes form a pleasing contrast to the large square units formed by the interliners that overlay the predominant field coloring. **Where to Use**—Kitchens, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, radio stations, clubhouses, airport terminals, tourist cabins, playrooms, tea rooms.

Suggested Color Scheme for Breakfast Room

Border	No. 27	Wall	Orange paper with gold design
Linostrips	No. 41	Trim	Gold
Cove and Base	Flash Type, No. 27	Upholstery	Black
Curtain	Gold rough silk		

Suggested Color Scheme for Playroom

Border	No. 27	Curtain	Printed cotton, red with green, gold, and ivory figures
Cove and Base	Flash Type, No. 27	Upholstery	Red
Trim	Red		
Wall	Painted ivory		

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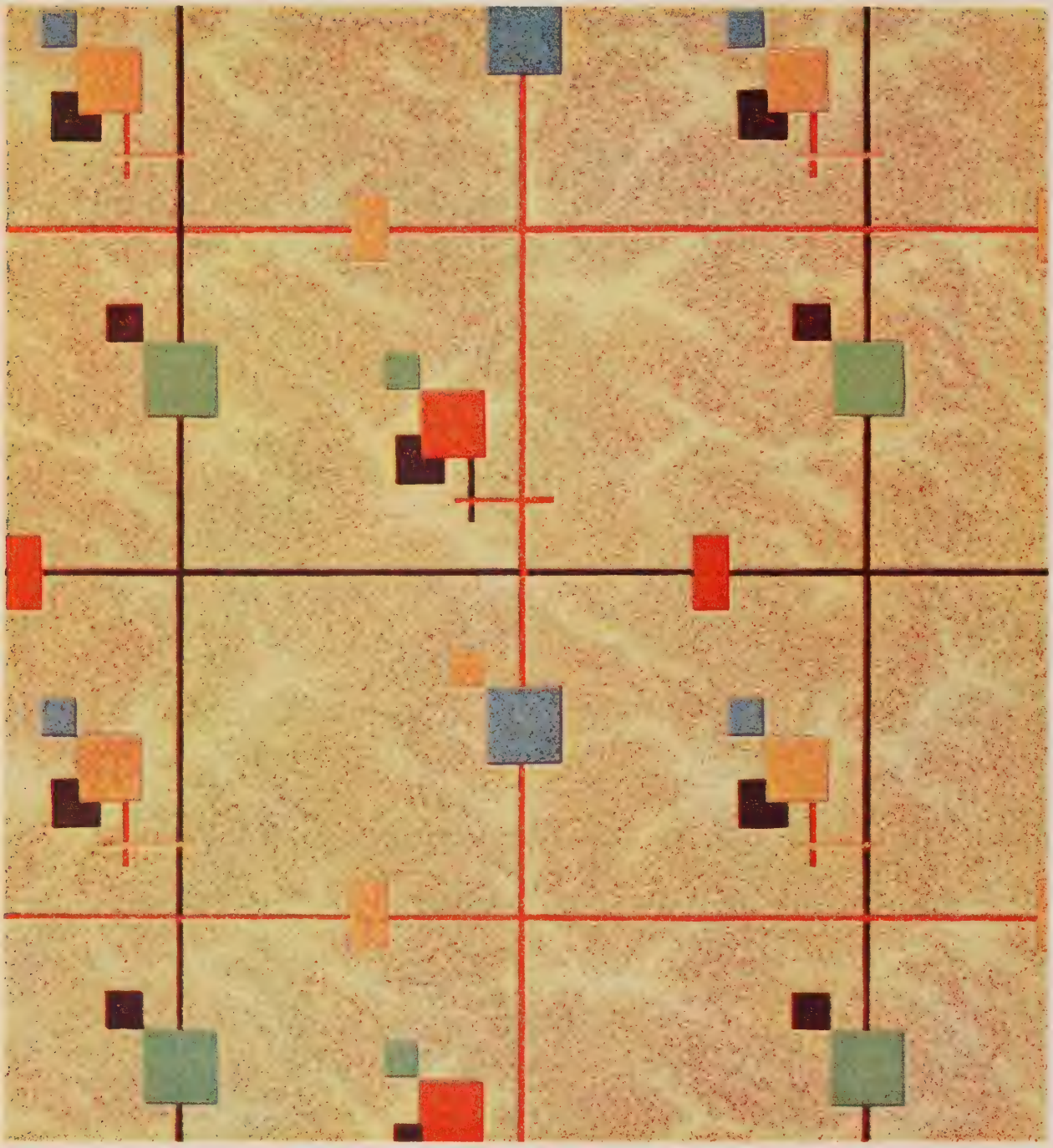

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 5632 Embossed Inlaid—Standard Gauge

Code Word: AILFG

Design—A new variant in sandstone—enlivened by the bright particles of green, gold, and red—is made even more attractive by the exclusive highlight shading of the nine-inch field blocks. The lively accent figures suggest any number of gay color schemes.

Where to Use—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, tourist cabins, tea rooms, coffee shops, bookstores, gift shops, luggage shops, haberdasheries.

Suggested Color Scheme for Recreation Room

Border	No. 46	Wall	Ivory ship paper
Linowall, Full or Dado	No. 735	Curtain	Green basket weave cotton
Cove and Base	Wood painted buff	Upholstery	Green and buff
Trim	Buff		

Suggested Color Scheme for Kitchen

Border	No. 46	Curtain	Brown chintz with green ivy
Linostrips	Nos. 33 and 41	Upper Wall	Painted ivory
Linowall, Full or Dado	No. 753	Trim	Bright sage green
Cove and Base	Flash Type, No. 46		

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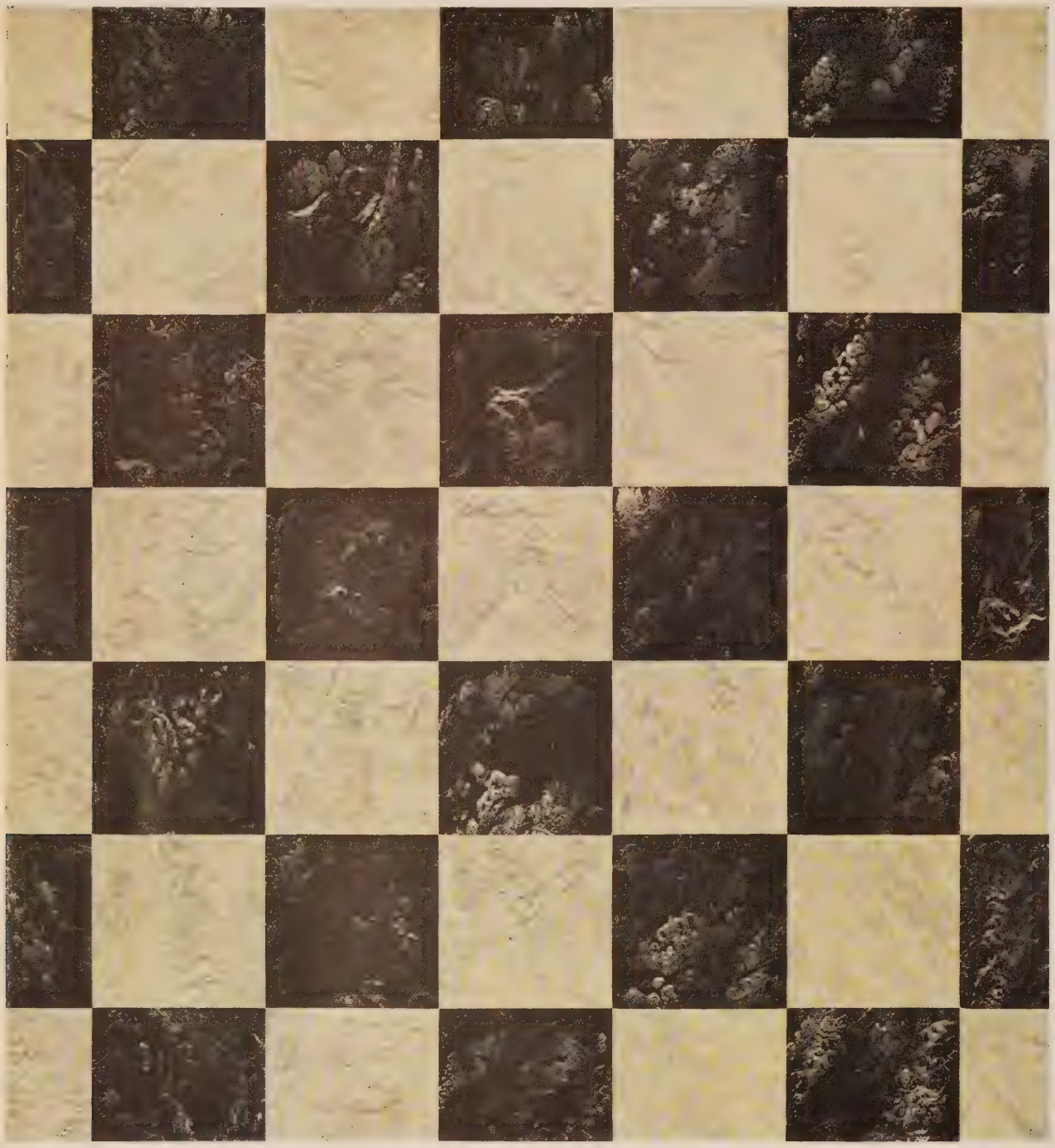
ARMSTRONG'S

LOWEST PRICED INLAID LINOLEUM—STANDARD STRAIGHT LINE—PROVIDES BEAUTY AND SERVICEABILITY AT MODERATE COST

From the standpoint of beauty of coloring and excellence of design, Standard Gauge Straight Line, which is the lowest priced of Armstrong's Inlaid Linoleum, compares favorably with the higher priced patterns.

Because colors are inlaid, the design is more durable than in Printed linoleum, although the cost is only slightly higher. This line contains an assortment of design effects and colorings that provides a suitable flooring for almost any residential or commercial area. Particular attention is called to Nos. 0425 and 0426 for use where a marbleized tile effect is wanted at less cost than with Marbelle cut into blocks. Many persons prefer the added design interest of the alternating marbleized blocks to allover Marbelle.

Shown in the upstairs laundry above is the handsome Standard Straight Line Inlaid No. 0377.



(Size of Blocks—4½" x 4½")

(2 yards wide only)

No. 0286 Straight Line Inlaid—Standard Gauge

Code Word: DSICAVU

Design—In certain rooms, nothing is more desirable than a simple black and white block pattern. Where this is the case, No. 0286 provides a floor of considerable interest, due to the fact that the black and white units are marbleized rather than solid colors.

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, hospitals, schools, barber shops.

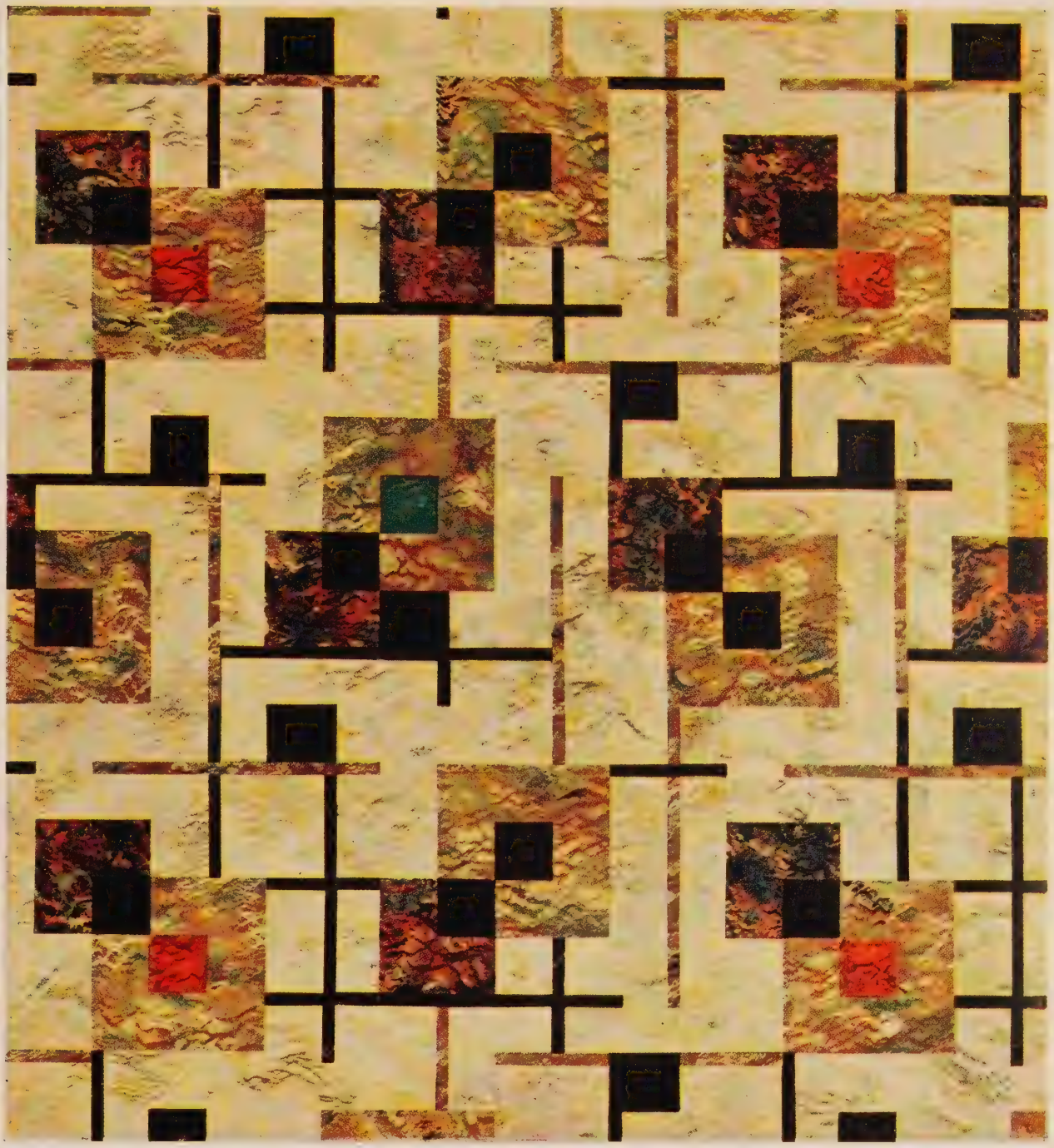
Suggested Color Scheme for Entrance Hall

Border.....No. 27
Cove and Base..Flash Type, No. 27
Wall.....Chinese design paper in green, pink, white
Trim.....White
Curtain.....Gray and pink celanese
Rug.....Green

Suggested Color Scheme for Bathroom

Border.....No. 27
Linostrips.....No. 48
Linowall, Dado.....No. 734
Cove and Base..Flash Type, No. 27
Upper Wall.....Paper in yellow, silver, white
Trim.....Yellow, black, and silver
Curtain....White, cellophane stripe
Rug.....Yellow

ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0356—Straight Line Inlaid—Standard Gauge

Code Word: DSBON

Design—Small squares of olive green, red, and nubian accent an iridescent brown block in colors as rich as stained glass. The marbleized squares, the overshot interliners, and the extra accent colors make this pattern exceptionally bright and cheerful. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, beauty parlors, barber shops, restaurants, sun porches.

Suggested Color Scheme for Bathroom

Border	No. 27	Upper Wall	Green and silver paper
Linostrips	No. 33	Trim	Ivory-white and silver
Linowall, Full or Dado	No. 737	Curtain	Gold and silver plaid oiled silk
Cove and Base	Flash Type, No. 27		

Suggested Color Scheme for Kitchen

Border	No. 27	Upper Wall	Cream paper
Linostrip	No. 23	Trim	Ivory-white, green, and rose
Linowall, Full or Dado	No. 702	Curtain	Flowered oiled silk
Cove and Base	Flash Type, No. 27		

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0367 Straight Line Inlaid—Standard Gauge

Code Word: DSCLA

Design—With its simple treatment of geometric designs on an open field, this gay pattern will enliven many an informal room. Chartreuse, hazel brown, dark brown, and red give effective contrast to the light (but serviceable) marbleized background. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, tourist cabins.

Suggested Color Scheme for Kitchen

Border	No. 27	Trim	Ivory and red
Linostrips	No. 39	Curtain	Voile printed in red and gray
Linowall, Full or Dado	No. 706	Upholstery	Red leather
Cove and Base	Flash Type No. 27		
Upper Wall	Ivory white paint		

Suggested Color Scheme for Bathroom

Border	No. 46	Curtain	Brown organdy
Linowall, Full or Dado	No. 700	Upholstery	Silver Revolite
Cove and Base	Flash Type, No. 46	Rug	Yellow
Trim	Cream, brown, and silver	Upper Wall	Yellow background silver design

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(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0368 Straight Line Inlaid—Standard Gauge

Code Word: DSCOR

Design—This dark but richly colored pattern is particularly usable in rooms which get plenty of sunlight. Much of its charm is in the warm depth of the background, which catches and reflects the highlight accent tones of gold, jade green, ivory, and red. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, barber shops.

Suggested Color Scheme for Kitchen

Border	No. 27	Upper Wall	Paper in yellow, silver, and green
Linostrips	No. 48	Trim	Yellow, silver, and black accent
Linowall, Full or Dado	No. 734	Curtain	Yellow oiled silk
Cove and Base	Flash Type, No. 27		

Suggested Color Scheme for Sun Porch

Border	No. 27	Curtain	Heavy texture in chartreuse and white
Linostrips	No. 33	Upholstery	Chartreuse, white, and black
Cove and Base	Flash Type, No. 27	Rug	Off-white
Wall	Ivory—ceiling, chartreuse		
Trim	Ivory		

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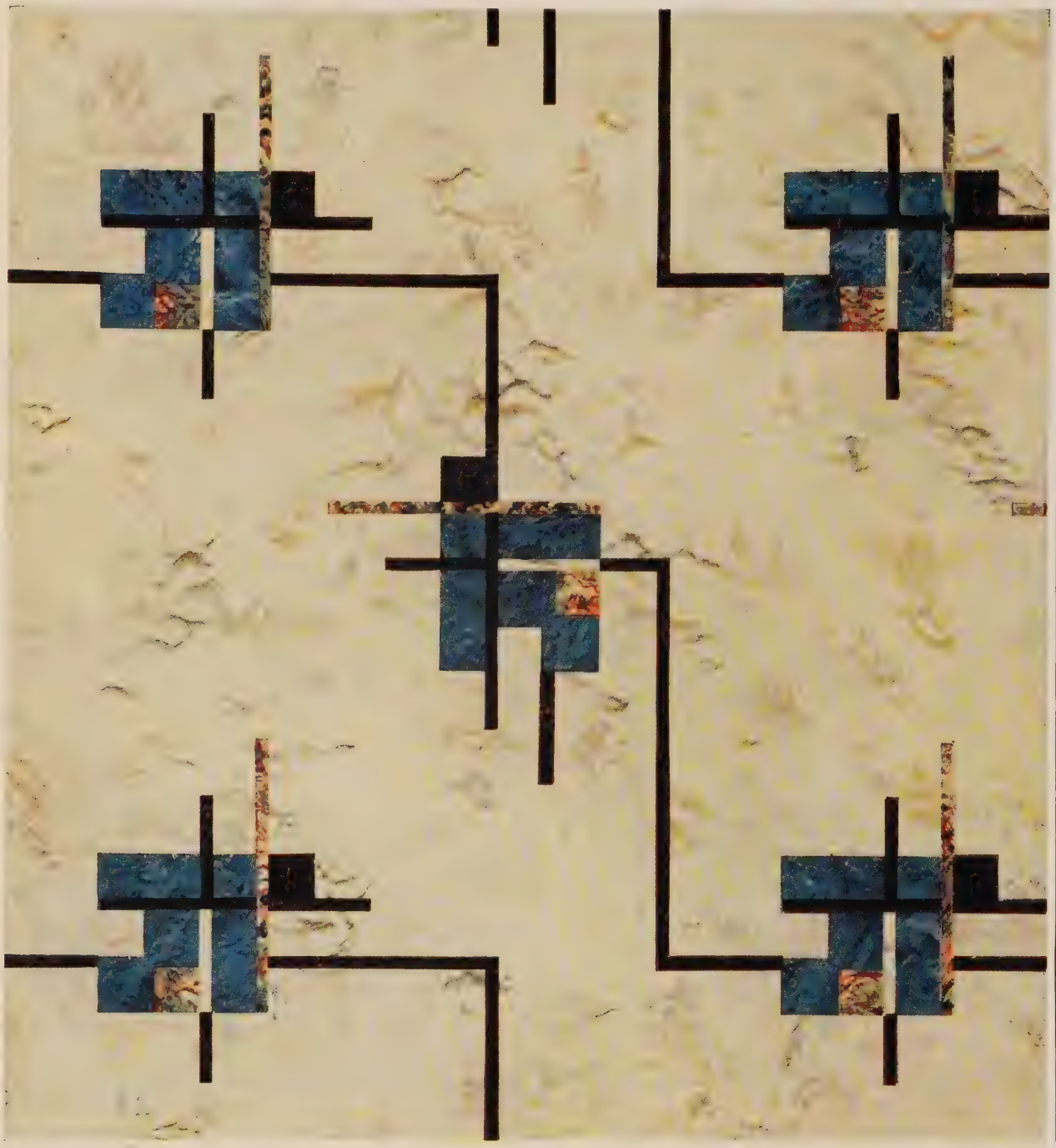


ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 0375 Straight Line Inlaid—Standard Gauge

Code Word: DSFAT

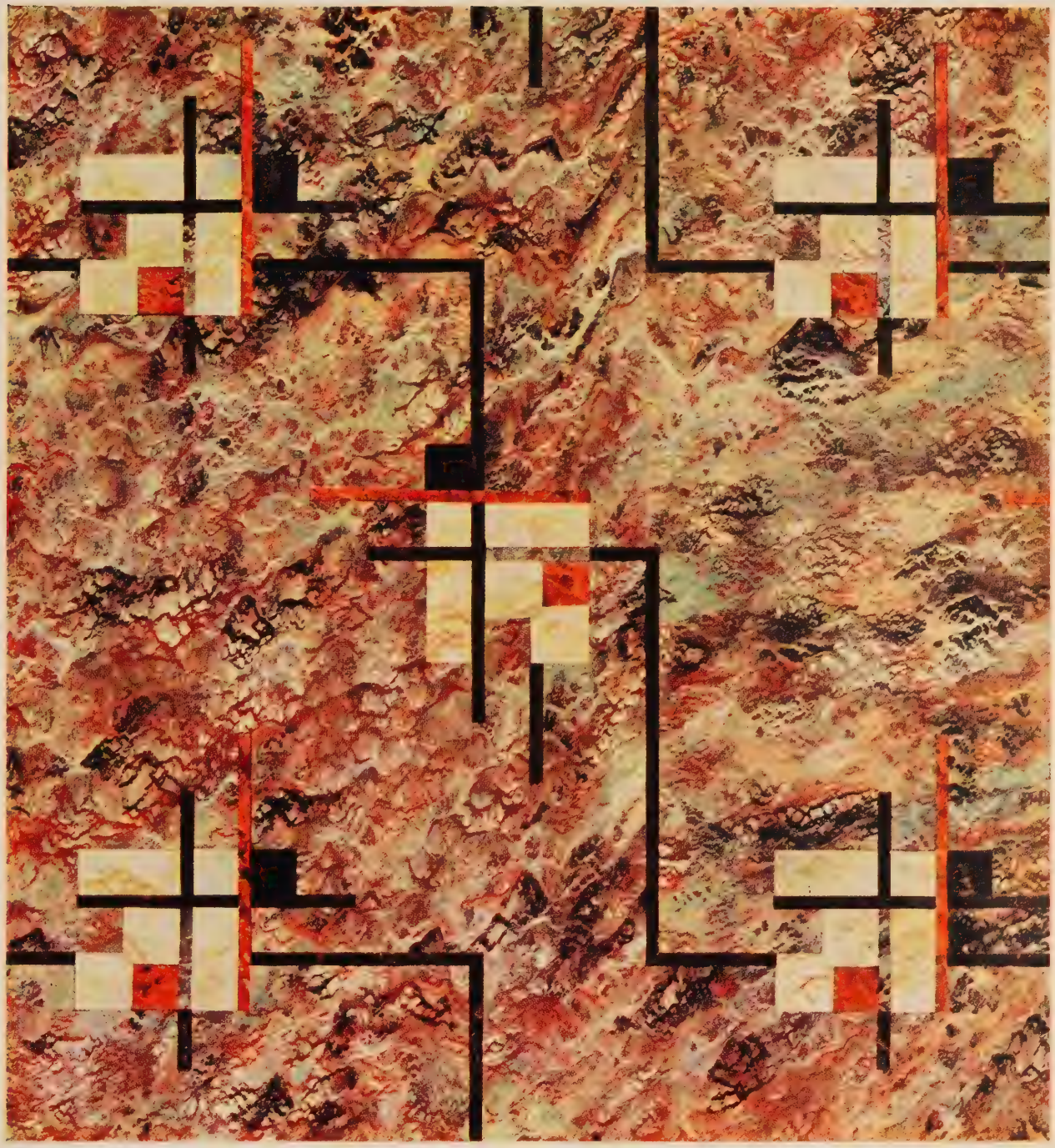
Design—Here is another of the popular open ground overlay designs. This time the accent color is blue, the style leader of the year. The tan, black, or jewel colors may also be repeated in the walls, trim, and furnishings of a room in the development of a great variety of charming and attractive decorative schemes. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, sandwich shops, tea rooms, grocery stores, coffee shops, laundries, cabins.

Suggested Color Scheme for Lavatory

Border.....No. 45
Linostrip.....No. 43
Linowall, Full or Dado....No. 706
Cove and Base..Flash Type, No. 45
Upper Wall....Blue paper with tan, peach, and white design
Trim..... Taupe
Curtain.....Pale peach oiled silk

Suggested Color Scheme for Sandwich Shop

Border.....No. 27
Linostrip.....No. 43
Linowall, Full or Dado....No. 731
Cove and Base..Flash Type, No. 27
Upper Wall.....Painted blue
Trim...White with dark blue stripe
Curtain.....White dotted swiss with blue dots



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0376 Straight Line Inlaid—Standard Gauge

Code Word: DSFEY

Design—Shades of brown and rose give warmth to the deeply marbled field which predominates this open ground overlay design. Mandarin red, cream, fawn, and black serve as secondary highlights and give cues to many attractive color combinations.

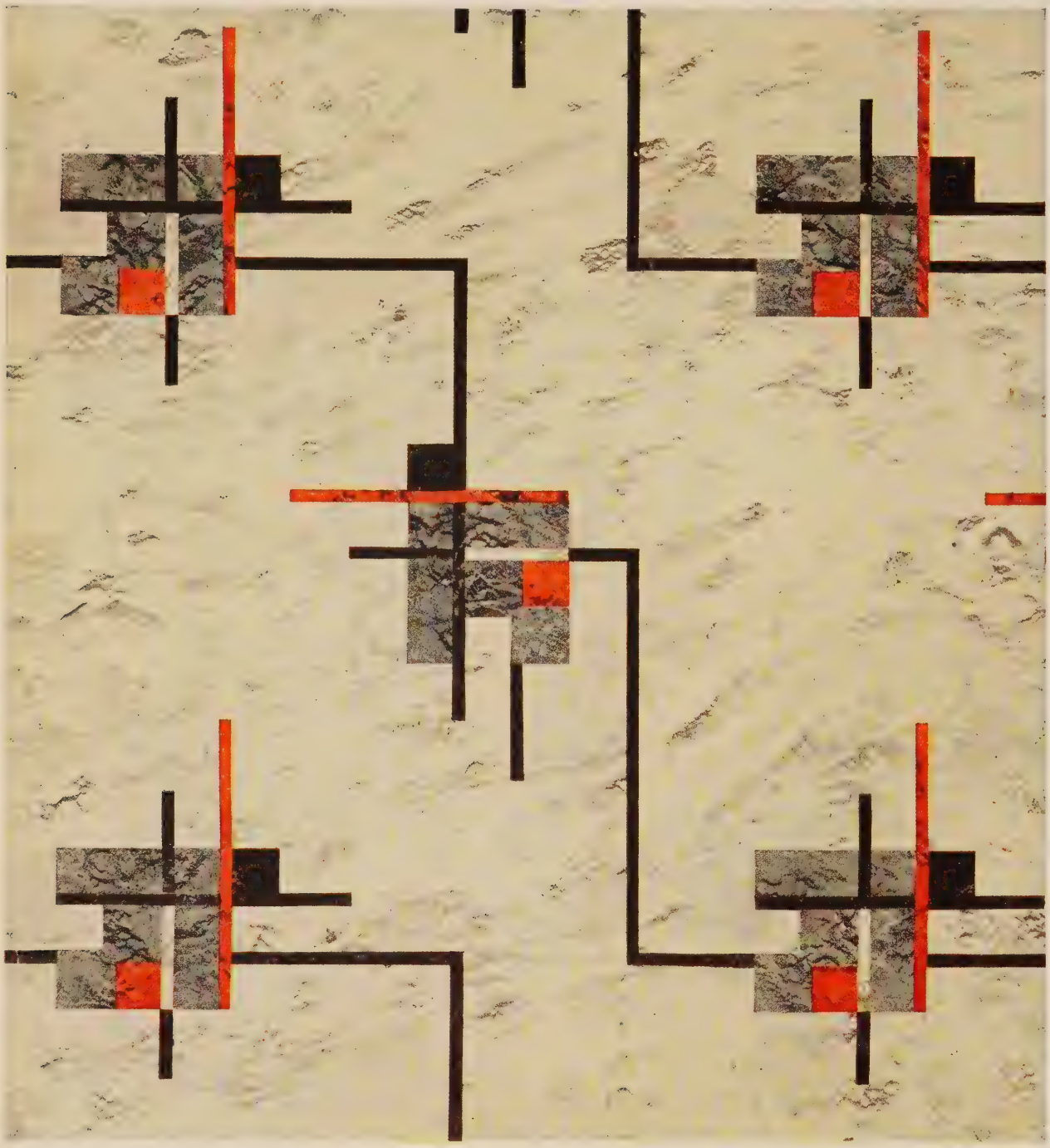
Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, showrooms, haberdasheries.

Suggested Color Scheme for Haberdashery

Border	No. 25	Curtain	Herringbone heavy textured fabric in terra cotta
Linowall, Full or Dado	No. 702	Upholstery	Tan
Cove and Base	Flash Type, No. 25	Upper Wall	Modern design paper
Trim	Taupe		

Suggested Color Scheme for Beauty Shop

Border	No. 27	Trim	Peach with rose and black accent
Linostrips	Nos. 38 and 23	Curtain	Rose-colored oiled silk
Cove and Base	Flash Type, No. 27	Upholstery	Black
Wall	Peach walls, black ceiling		



ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 0377 Straight Line Inlaid—Standard Gauge

Code Word: DSFID

Design—Thoroughly in tune with today's vogue for combinations of black, white, and red, this conservative pattern employs unusual perspective in its design. This, together with the subdued contrast tones of coral and gray, helps make small rooms seem larger. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals.

Suggested Color Scheme for Dress Shop

Border	No. 27
Linostrips	Nos. 26 and 39
Linowall, Full or Dado	No. 732
Cove and Base	Flash Type, No. 27
Upper Wall	Chinese red
Trim	Platinum
Curtain	Black and red damask
Upholstery	Red or gray leather
Rug	Gray broadloom

Suggested Color Scheme for Drug Store

Border	No. 27
Linostrips	Nos. 23 and 24
Linowall, Full or Dado	No. 703
Cove and Base	Flash Type, No. 27
Upper Wall	Cream gray
Trim	Cream gray—black accent
Curtain	Off-white mohair
Upholstery	Black leather

(Size of Blocks—9″ x 9″) (2 yards wide only)

No. 0382 Straight Line Inlaid—Standard Gauge

Code Word: DSOMAOD

Design—This warm, subdued pattern is both practical from the standpoint of concealing footprints and tracked-in dirt, and serviceable because it can be used to advantage in an unusually wide range of room types. Typical decorative schemes repeat the peach, red, brown, or cream highlights of the floor in other furnishings.

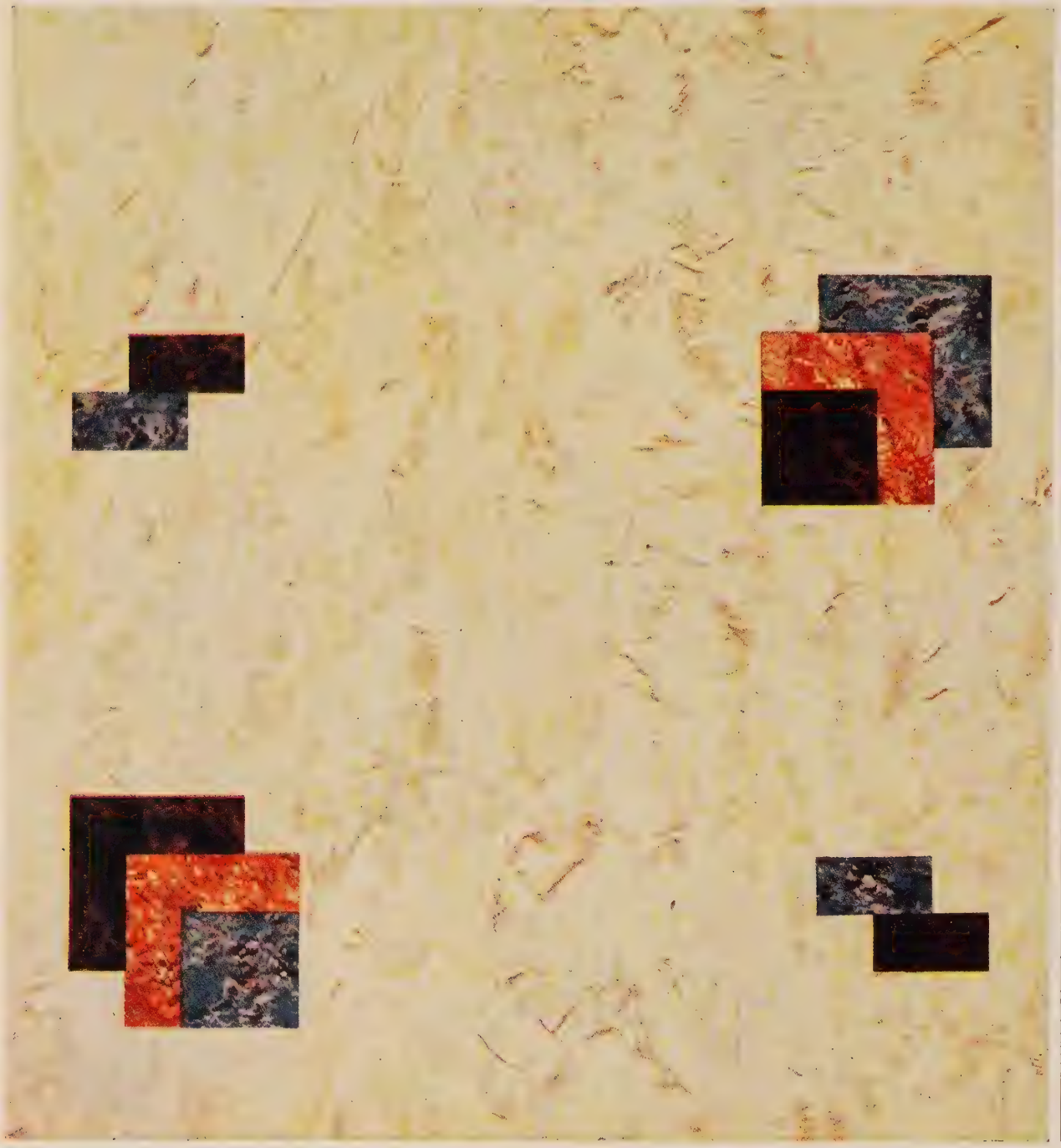
Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, club-houses, hospitals, exhibits, barber shops, airport terminals.

Suggested Color Scheme for Dining-room

Border	No. 25	Upper Wall	Classic modern paper in rust, taupe, and white
Linostrips	No. 23	Curtain	Rust ribbed cotton velvet
Linowall, Full or Dado	No. 735	Upholstery	Same as drapery
Base	Wood	Rug	Taupe
Trim	Pine		

Suggested Color Scheme for Lavatory

Border	No. 24	Upper Wall	Gray, peach, and white wave paper
Linostrips	No. 49	Trim	Peach
Linowall, Full or Dado	No. 705	Curtain	Peach net
Cove and Base	Flash Type, No. 24	Rug	Peach chenille



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0395 Straight Line Inlaid—Standard Gauge

Code Word: DSMAZ

Design—For the purchaser who likes custom floors but who requires pattern goods in the moderate price range, this new development is ideal. The overlapping shadowed squares of blue, brown, and coral on an ivory-and-old-gold marbleized field strongly resemble blocks inset by hand. These insets are so spaced as to increase the feeling that this floor is custom-designed. **Where to Use**—Kitchens, baths, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, tourist cabins, haberdasheries.

Suggested Color Scheme for Dress Shop

Border	No. 29	Wall	Pink, blue, and orchid
Linostrip	No 28	Trim	Pink
Cove and Base	Flash Type, No. 29	Curtain	Blue flowered chintz
Rug	Blue	Upholstery	Blue leather

Suggested Color Scheme for Beauty Parlor

Border	No. 46	Linowall	No. 705
Linostrips	Nos. 49 and 43	Trim	Peach
Cove and Base	Flash Type, No. 46	Curtain	Flowered oiled silk
		Upholstery	Peach

DISCONTINUED

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0396 Straight Line Inlaid—Standard Gauge

Code Word: DSMCS

Design—Here is another rendering of the custom-floor effect in pattern goods. This design consists of a marbleized field in a Chinese lacquer red with bronze undertones, accented by overlapping shadowed blocks of soft green, burnt umber, and ivory.

Where to Use—Kitchens, baths, dining-rooms, sun porches, studies, recreation rooms, breakfast rooms, powder rooms, small stores, beauty parlors, offices, night clubs, showrooms, restaurants, radio stations, barber shops, tourist cabins, theatres.

Suggested Color Scheme for Dining-room

Border	No. 21	Upper Wall	Fruit paper in light rust, green, and cream gray
Linostrips	No. 24	Curtain	Green ribbed cotton
Linowall, Dado	No. 732	Upholstery	Dark green
Cove and Base	Flash Type, No. 21	Rug	Gray
Trim	Cream gray		

Suggested Color Scheme for Powder Room

Border	No. 27	Wall	Chinese red and gold paper with gold ceiling
Linostrips	No. 41	Curtain	Gold China silk
Linowall, Dado	No. 703	Upholstery	Gold
Cove and Base	Flash Type, No. 27	Rug	Black
Trim	Gold		

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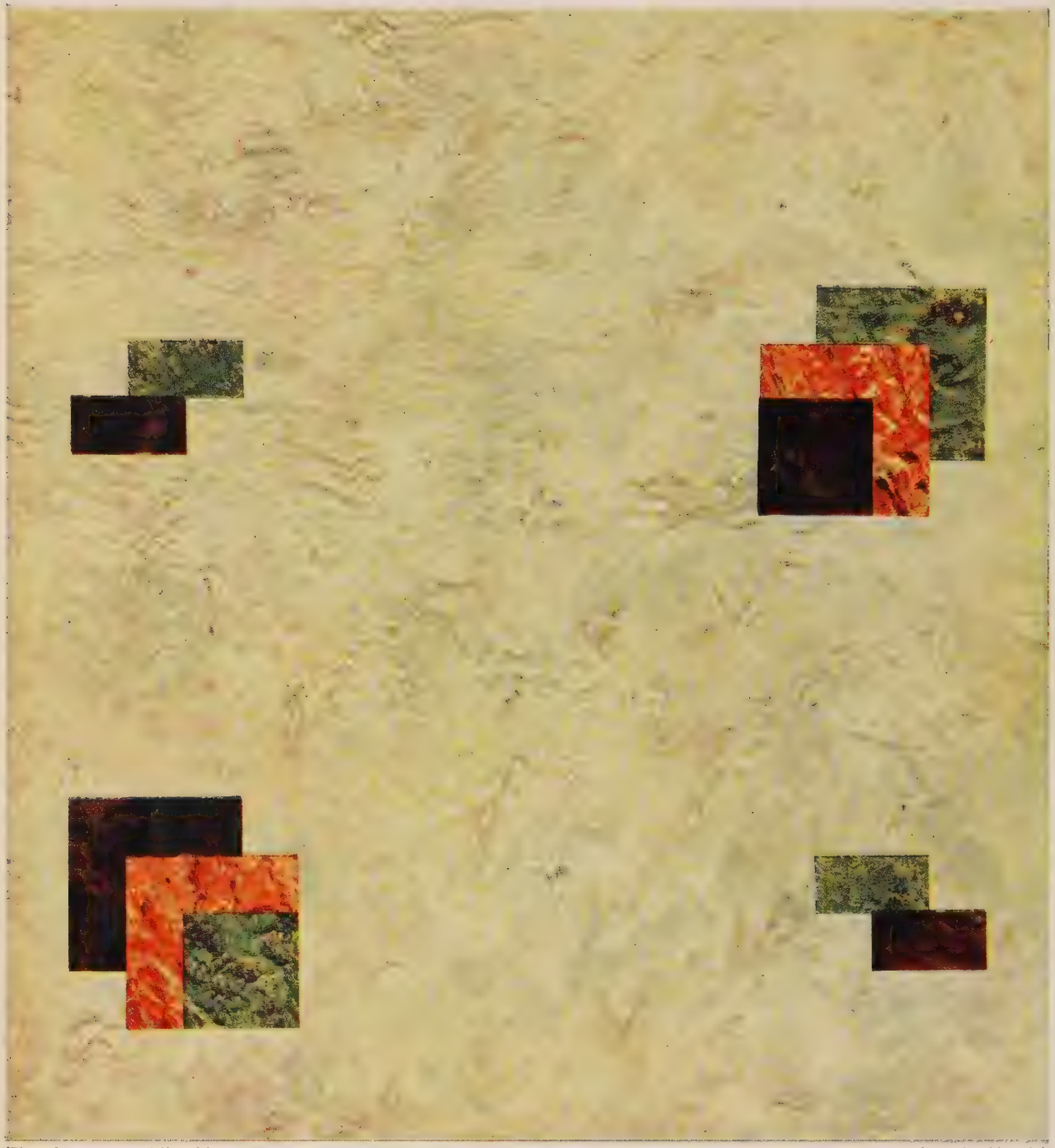

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0397 Straight Line Inlaid—Standard Gauge

Code Word: DSMDA

Design—This smart new open ground design gives almost the impression of a Custom-Craft floor. The wide spacing of the inset blocks and their utter simplicity make them seem as though they were cut in by hand. The background coloring is an iridescent mother-of-pearl with insets of jade green, Chinese red, and walnut. **Where to Use**—Kitchens, baths, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, tourist cabins, tea rooms, drug stores, gift shops, powder rooms.

Suggested Color Scheme for Candy Shop

Border	No. 22	Upper Wall	Gray paper, coral and white leaf
Linostrips	No. 49	Trim	Gray
Linowall, Dado	No. 732	Curtain	Coral celanese voile
Cove and Base	Flash Type, No. 22		

Suggested Color Scheme for Bathroom

Border	No. 46	Upper Wall	Green paper with white and gold design
Linostrips	Nos. 44 and 23	Trim	Green and white
Linowall, Full or Dado	No. 738	Curtain	White oiled silk
Cove and Base	Flash Type, No. 46		

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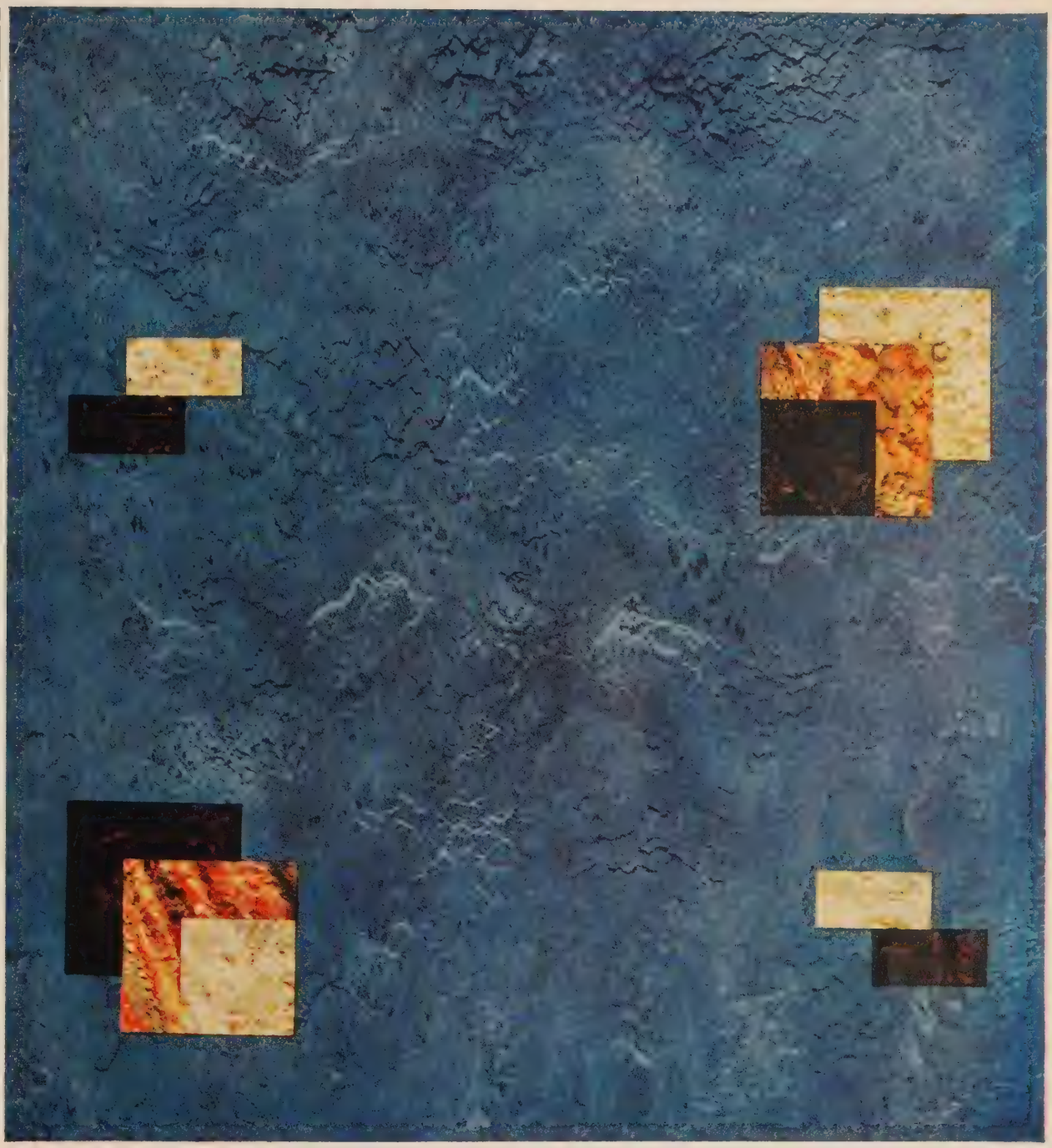
ARMSTRONG'S



(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 0398 Straight Line Inlaid—Standard Gauge

Code Word: DSMEM

Design—Strong support for color schemes in browns and blues is provided by this high style, royal blue pattern. The overlapped squares in coral, cream, and burnt umber are not actually inset by hand, yet give the effect of fine custom craftsmanship.

Where to Use—Kitchens, baths, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, showrooms, restaurants, clubhouses, hospitals, barber shops, tourist cabins, coffee shops.

Suggested Color Scheme for Bathroom

Border.....No. 30
Linowall, Full or Dado....No. 702
Cove and Base..Flash Type, No. 30
Trim.....Semi-lustre cream
Upper Wall..Blue paper with white anchors and wheels
Curtain.....Blue oiled silk
Upholstery.....Blue

Suggested Color Scheme for Card Room

Border.....No. 30
Linostrips.....No. 45
Cove and Base..Flash Type, No. 30
Wall.....Painted powder blue
Trim.....Light tan
Curtain....Brown linen with game motif
Upholstery.....Light tan

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0408 Straight Line Inlaid—Standard Gauge

Code Word: DSAZA

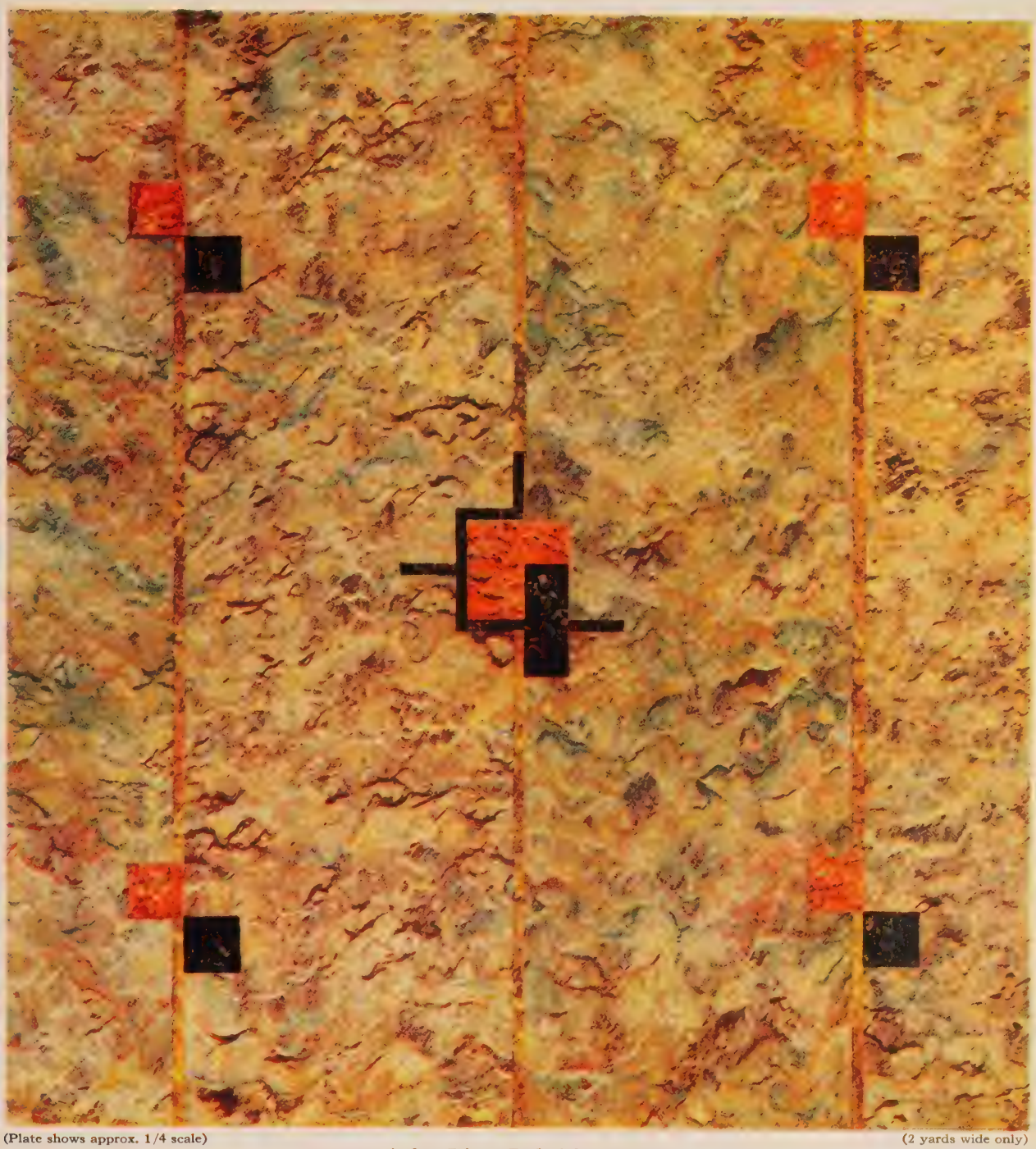
Design—Burnt umber and green connecting bands give added zest to this modern design of large and small blocks on a marbled sun tan ground. The pattern is a deservedly popular one, for it helps to make small or poorly lighted rooms more cheerful. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, barber shops, laundries, showrooms, coffee shops.

Suggested Color Scheme for Bathroom

Border	No. 46	Trim	Taupe
Linostrips	No. 28	Curtain	Peach net with embroidered white dot
Linowall, Full or Dado	No. 706	Upholstery	Peach
Cove and Base	Flash Type, No. 46	Rug	Peach
Upper Wall	Painted tan		

Suggested Color Scheme for Breakfast Room

Border	No. 27	Trim	White with green and orange accent
Linostrips	Nos. 42 and 41	Upper Wall	Paper in silver, orange, and green
Linowall, Full or Dado	No. 735	Upholstery	Green
Cove and Base	Flash Type, No. 27		
Curtain	Green oiled silk		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0415 Straight Line Inlaid—Standard Gauge

Code Word: DSDAW

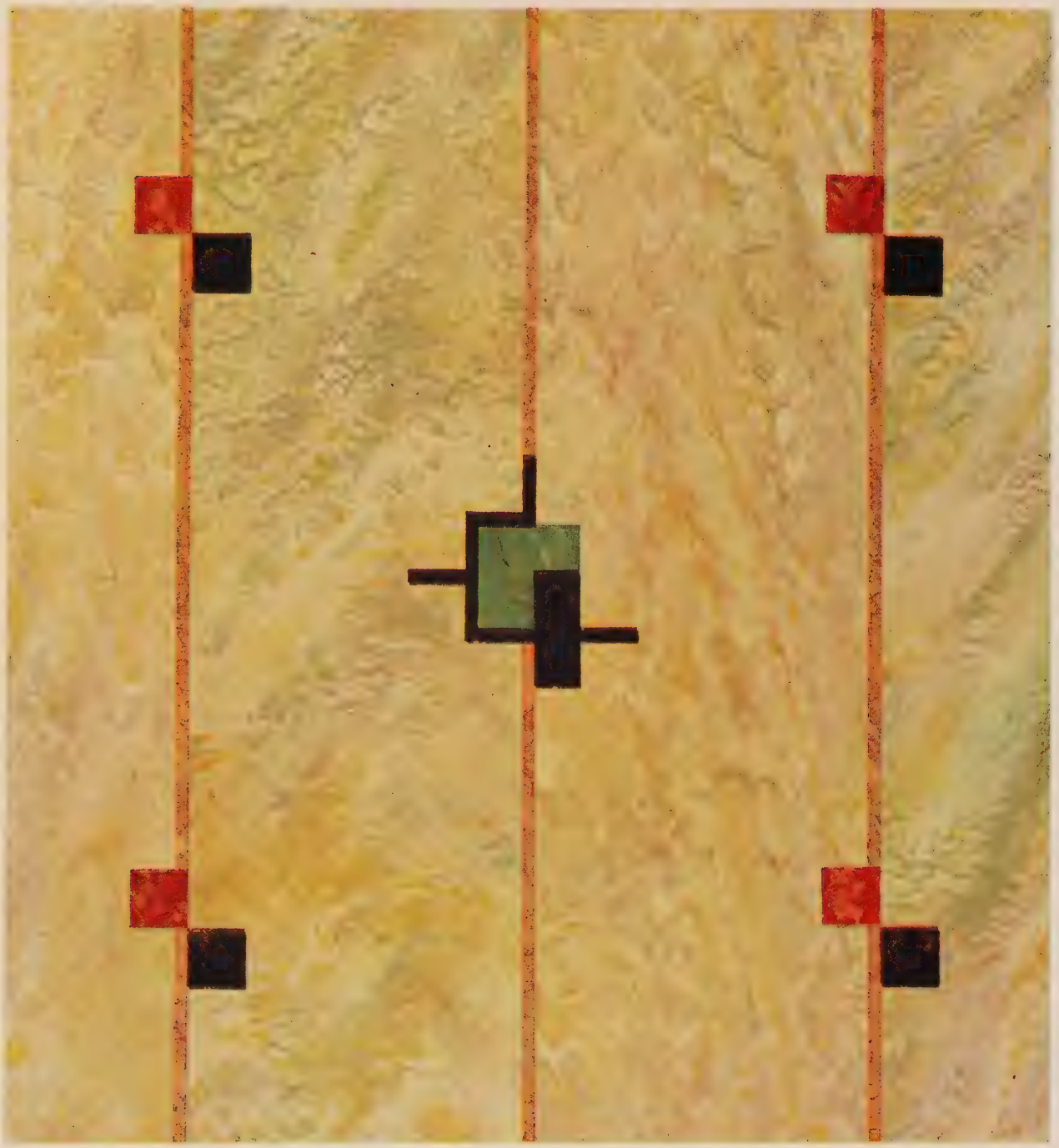
Design—This new design effect consists of long parallel bands in alternating tones of marbleized material. Dark salmon, the dominating color of the inset-type accent blocks, is picked up in the general tone of the marbleized areas. The narrow bands of gold Marbelle between the sections resemble Linostrips and further increase the custom-designed directional feeling of the entire pattern. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, beauty parlors, restaurants, and barber shops.

Suggested Color Scheme for Sun Porch

Border.....No. 014
Linowall, Full or Dado...No. 738
Cove and Base..Flash Type, No. 014
Trim.....Brown
Curtain.....Glazed chintz, green palm leaves and black and white zebras on brown ground
Upholstery.....Green

Suggested Color Scheme for Bathroom

Border.....No. 014
Linowall, Dado.....No. 736
Cove and Base.....Wood to match No. 736
Upper Wall.....Tangerine paper with peach plaid
Trim.....To match No. 736
Curtain.....Peach organdy



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0416 Straight Line Inlaid—Standard Gauge

Code Word: DSDCO

Design—The green and scarlet inset figures, suggesting fine custom floors, keynote the pastel tones in the marbled background of this brand-new open field design. They also serve to temper the directional effect of the nine-inch bands of alternating shades. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, beauty parlors, restaurants, small stores.

Suggested Color Scheme for Bathrooms

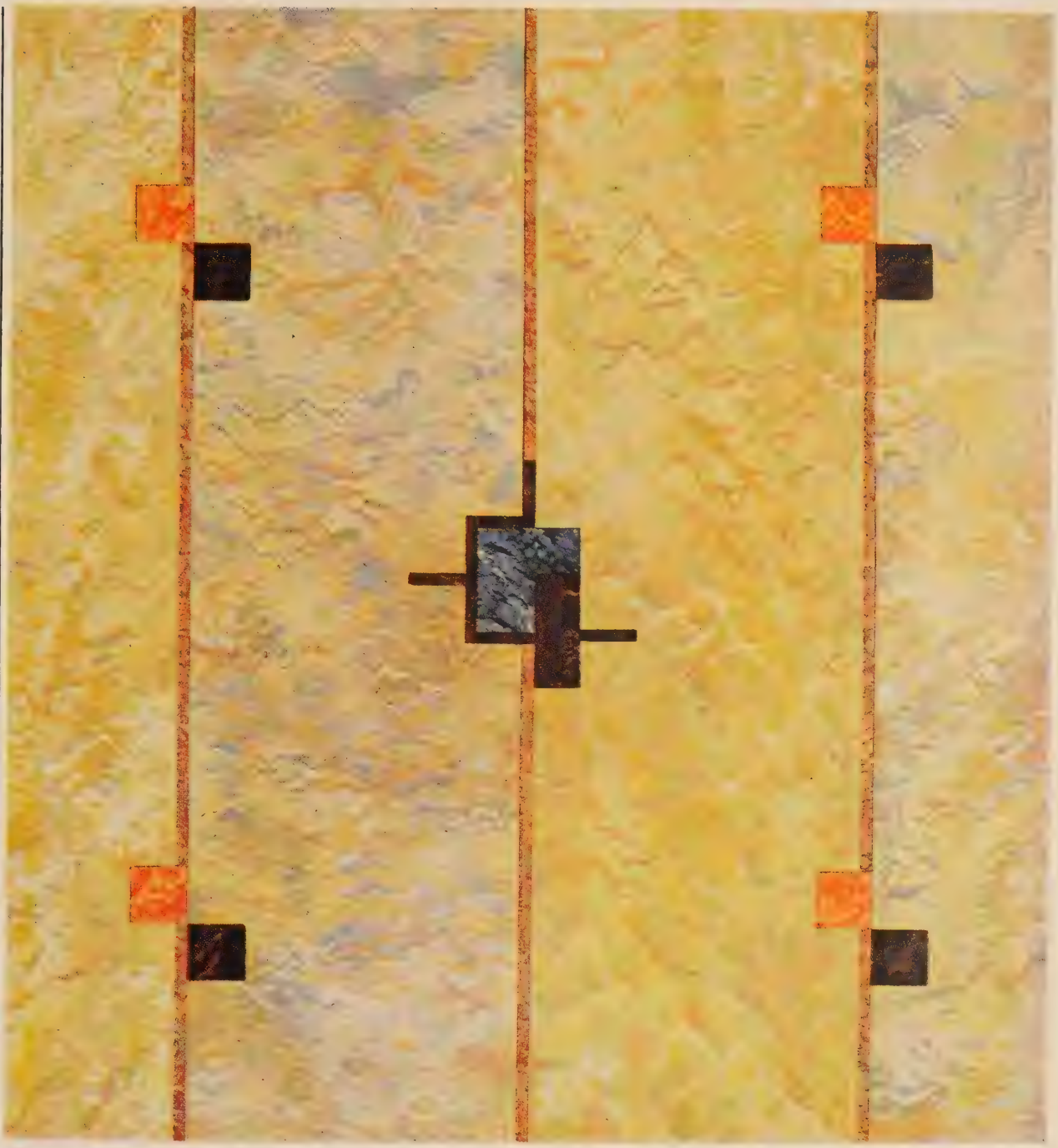
Border . . . . . No. 27
Linowall, Full or Dado . . . . No. 737
Cove and Base . . Flash Type, No. 27
Trim . . . . . Cream
Upper Wall . . . . . Green paper with silver stars
Curtain . . . . . Oiled silk, clear with white figure

Suggested Color Scheme for Breakfast Room

Border . . . . . No. 42
Linowall, Full or Dado . . . . No. 702
Cove and Base . . Flash Type, No. 42
Trim . . . . . Pale green
Upper Wall . . . . . White ground, strawberries and leaves
Curtain . . . . . Green silk gauze
Upholstery . . . . . Pale green

DISCONTINUED

ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0417 Straight Line Inlaid—Standard Gauge

Code Word: DSDFA

Design—There's a strong directional flow to this design with its nine-inch parallel marbleized bands in soft pastel shadings separated by narrow gold marbleized Linostrips. A secondary design is formed by the arrangement of custom-type accents in royal blue, gold, and burnt umber. Note how the blue and gold accent blocks are picked up and reflected in the marbleized graining. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, beauty parlors, barber shops, restaurants.

Suggested Color Scheme for Bathrooms

Border	No. 014	Trim	Peach
Linowall, Full or Dado	No. 705	Curtain	Peach oiled silk bound in black
Cove and Base	Flash Type, No. 014	Rug	Black string
Ceiling	Painted black		

Suggested Color Scheme for Breakfast Room

Border	No. 49	Curtain	White glazed chintz with fruit and flowers in bright colors
Cove and Base	Flash Type, No. 49	Upholstery	Coral
Wall	Painted white		
Trim	White		

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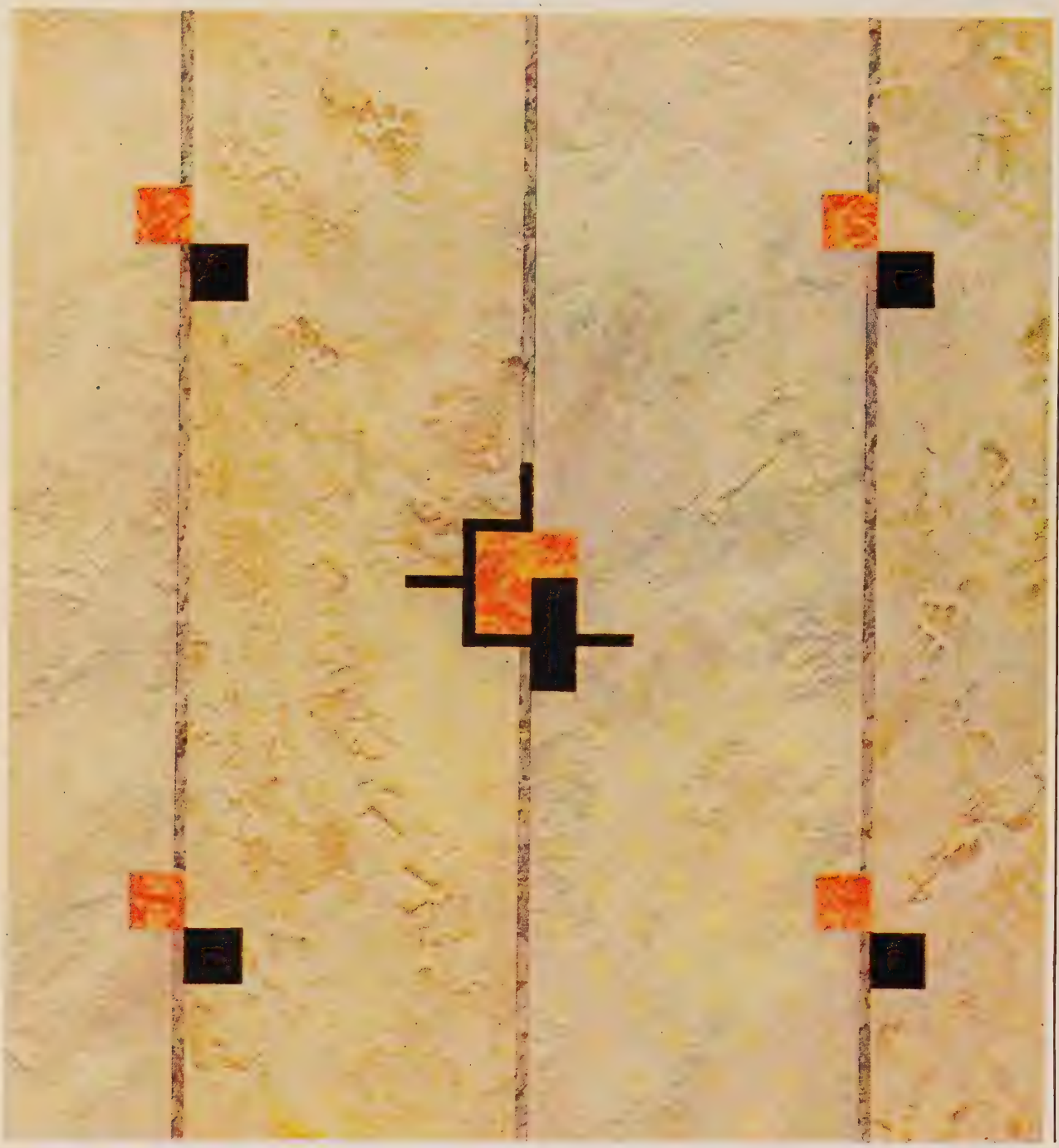


ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 0418 Straight Line Inlaid—Standard Gauge

Code Word: DSDKL

Design—Cheerful is the word for this delicately colored rendering of Armstrong's new parallel band effect. The deep gold of the accent blocks is echoed in the subtle tints of the marbling. With long narrow strips that resemble Linostrips, and with accent blocks of the type that resemble the hand-cut insets used in custom-type floors, this pattern has a quite distinguished appearance. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, beauty parlors, restaurants, and barber shops.

Suggested Color Scheme for Breakfast Room

Border	No. 46	Trim	Buff and cream
Cove and Base	Flash Type, No. 46	Curtain	Beige striped silk net
Wall	Green, beige, and tan paper	Upholstery	Beige

Suggested Color Scheme for Bathroom

Border	No. 46	Wall	Rose tint painted
Linowall, Full or Dado	No. 707	Trim	Pale green
Cove and Base	Flash Type, No. 46	Curtain	Green organdy

DISCONTINUED

(Size of Blocks—9″ x 9″)

(2 yards wide only)

No. 0425 Straight Line Inlaid—Standard Gauge

Code Word: DSDGN

Design—Light blue pastel tones are emphasized in this unique pattern. The alternating blocks are nine inches square, and the effect of an expensive marble floor is achieved in an installation.

Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, hospitals, exhibits, barber shops, gift shops.

Suggested Color Scheme for Bathroom

Border	No. 29	Upper Wall	Painted pale green
Linostrips	Nos. 23 and 44	Curtain	Oiled silk, blue with silver figure
Linowall, Full or Dado	No. 737	Trim	Cream
Cove and Base	Flash Type, No. 29		

Suggested Color Scheme for Kitchen

Border	No. 43	Upper Wall	Painted light blue
Linostrip	No. 45	Curtain	Printed cotton, blue, green, yellow, etc.
Linowall, Full or Dado	No. 706	Trim	Buff and cream
Cove and Base	Flash Type, No. 43		

DISCONTINUED

ARMSTRONG'S

(Size of Blocks—9" x 9")

(2 yards wide only)

No. 0426 Straight Line Inlaid—Standard Gauge

Code Word: DSDHI

Design—Warm rather than cool in feeling, this pattern alternates rose beige tones with tones of gold, green, and gray in its nine-inch pastel blocks. Its ability to suggest sunshine where there is a lack of natural light makes it a very practical selection.

Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms.

Suggested Color Scheme for Breakfast Room

Border	No. 42	Upper Wall	Ivory ground print paper in natural colors
Linowall, Full or Dado	No. 700	Curtain	White cotton dotted in red, green, and blue
Cove and Base	Flash Type, No. 42		
Trim	Pale green		

Suggested Color Scheme for Bathroom

Border	No. 44	Upper Wall	Green and ivory
Linostrips	Nos. 23 and 49	Trim	Peach
Linowall, Full or Dado	No. 707	Curtain	Oiled silk, peach
Cove and Base	Flash Type, No. 44	Rug	Peach

DISCONTINUED

(Size of Blocks—9" x 9") (2 yards wide only)

No. 0612 Straight Line Inlaid—Standard Gauge

Code Word: DSARN

Design—Here is a very usable pattern which provides a wealth of well blended colors to be picked up by any number of room treatments—red, green, black, and gray, burnt sienna, brown, gold, peach, and cream. The tones which are repeated in the decorative scheme are emphasized, while the others become subdued.

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, showrooms, restaurants, hospitals, hotel and apartment lobbies, barber shops, tourist cabins, grocery stores, bake shops, tea rooms.

Suggested Color Scheme for Kitchen

Border	No. 021	Curtain	Natural ground oiled silk with red and white plaid
Linostrip	No. 40	Upper Wall	Ivory paper, red dots
Linowall, Full or Dado	No. 706	Trim	Cream
Cove and Base	Flash Type, No. 021		

Suggested Color Scheme for Beauty Shop

Border	No. 27	Upper Wall	Rose and tan paper
Linostrips	No. 45	Trim	Taupe
Linowall, Dado	No. 702	Curtain	Tan celanese voile
Cove and Base	Flash Type, No. 27	Upholstery	Tan leather

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0634 Straight Line Inlaid—Standard Gauge

Code Word: DSFYL

Design—Almost unlimited adaptability is an outstanding quality of this pattern, which is suggestive of fine parquetry. The irregular design gives the impression that several more than the three shades of brown occur in the coloring. Any tans or browns, as well as gay, bright contrasts, may be used for attractive room settings.

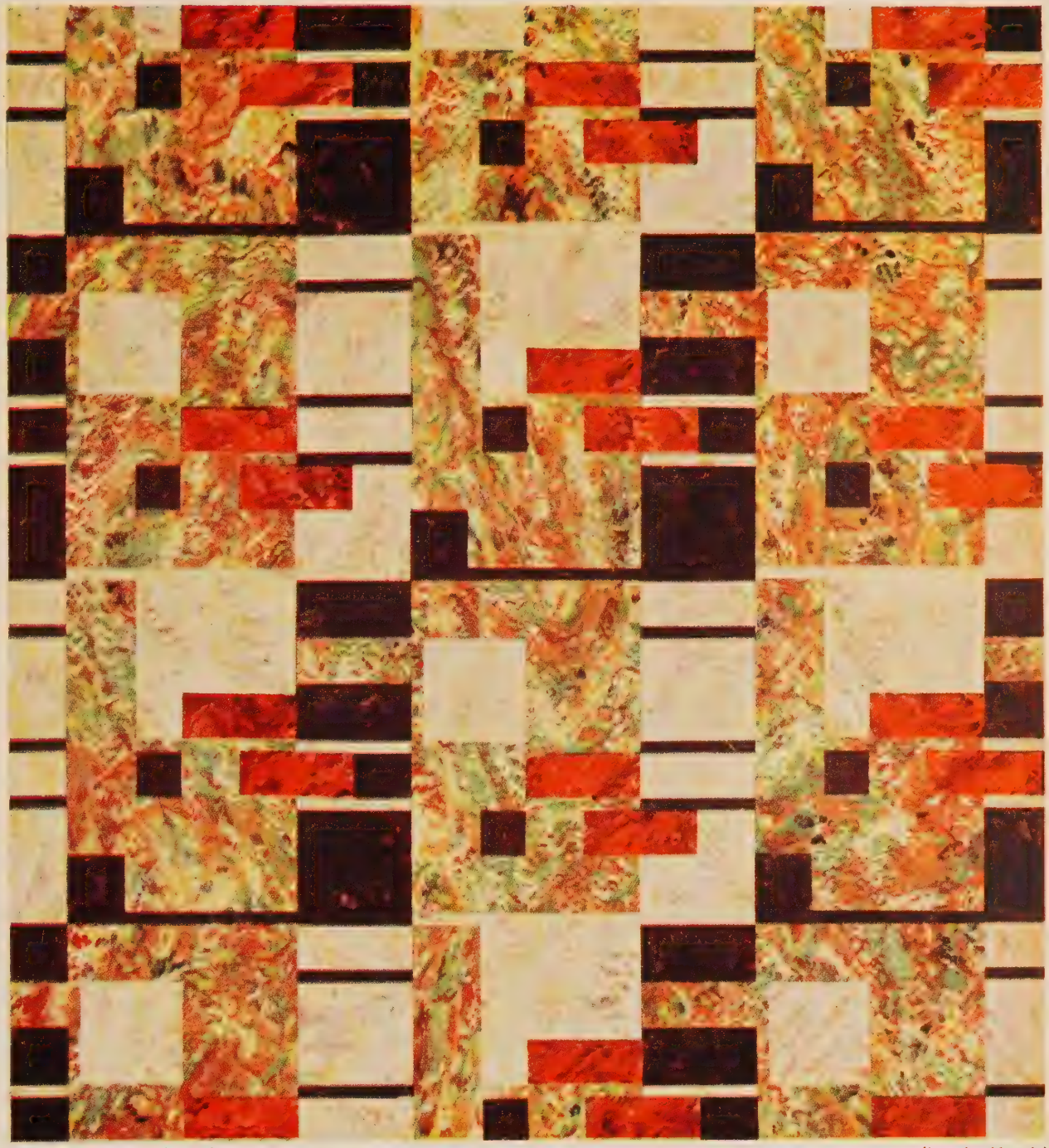
Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches.

Suggested Color Scheme for Library

Border	No. 46	Trim	Walnut
Linostrip	No. 33	Curtain	Heavy textured fabric in chocolate and chartreuse
Linowall, Full or Dado	No. 736	Upholstery	Chartreuse and white
Cove and Base	Wood	Rug	Chartreuse
Upper Wall	Chartreuse		

Suggested Color Scheme for Apartment House Lobby

Border	No. 46	Trim	Pine with rose and brown accent
Linostrip	No. 45	Curtain	Printed chintz—rose and beige on brown
Linowall, Full or Dado	No. 735	Upholstery	Beige or brown
Cove and Base	Wood		
Upper Wall	Light pink and white		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0680 Straight Line Inlaid—Standard Gauge

Code Word: DSCRE

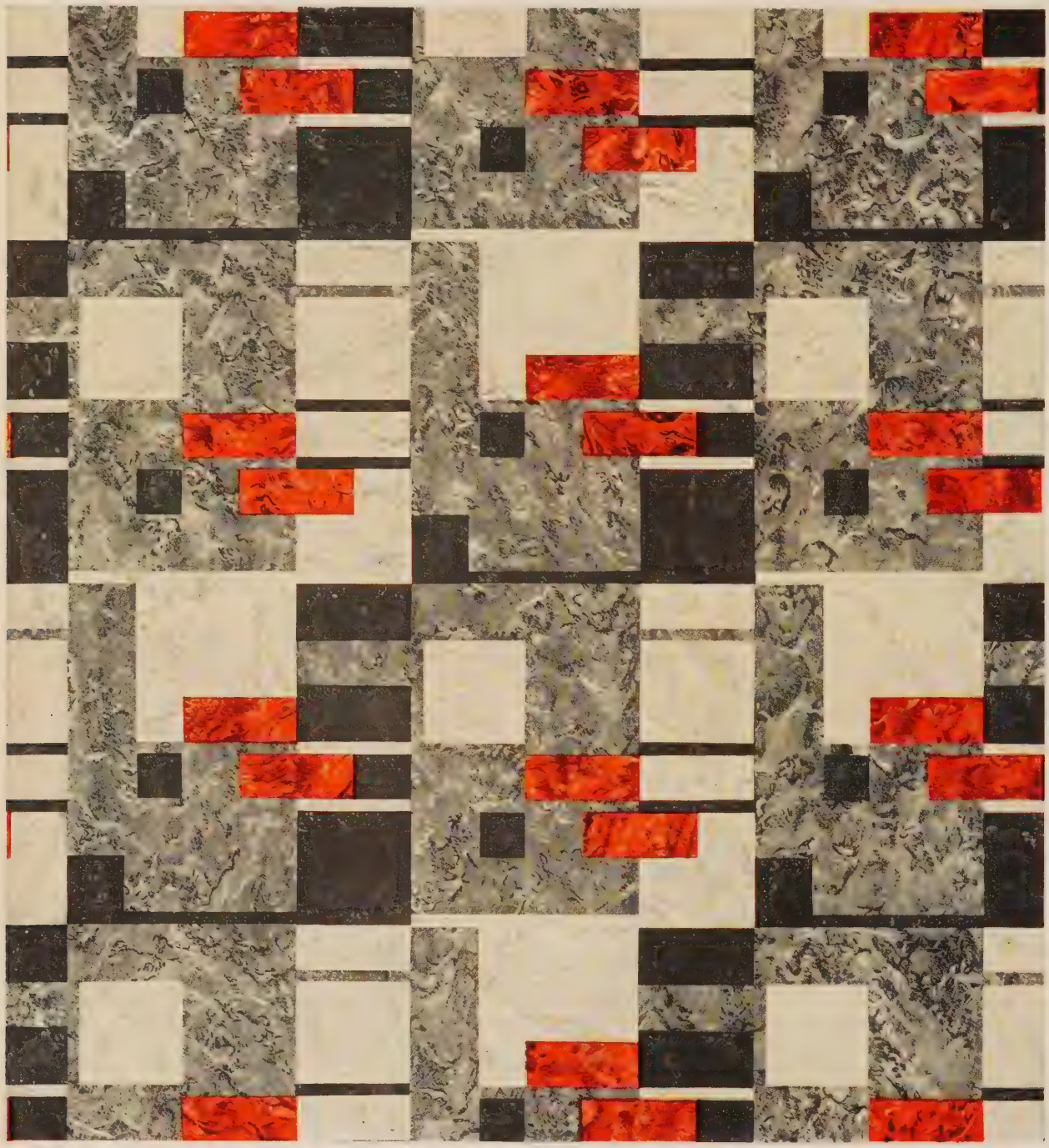
Design—Today's color schemes, making use of bold Chinese red or green, can be tastefully initiated or emphasized by the bright accents in this modern floor design. The squares and bars of black and burnt umber likewise complement dark contrasts in the decoration and furnishing of residences or business rooms. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, exhibits, barber shops, locker rooms, corridors.

Suggested Color Scheme for Kitchen

Border	No. 27	Trim	Ivory white, black, and green trim
Linostrip	No. 42	Curtain	Green net
Linowall, Full or Dado	No. 700	Upholstery	Green sail cloth
Cove and Base	Flash Type, No. 27		
Upper Wall	Painted ivory		

Suggested Color Scheme for Beauty Parlor

Border	No. 27	Trim	Ivory with black and gold trim
Linostrips	Nos. 39 and 23	Curtain	Gold Revolite
Linowall, Full or Dado	No. 737	Upholstery	Black leather
Cove and Base	Flash Type, No. 27	Rug	Black
Upper Wall	Chinese red		



(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 0681 Straight Line Inlaid—Standard Gauge

Code Word: DSCUZ

Design—Strictly modern in design and coloring, this clean-cut pattern will give effective support to interiors which are decorated in plain, strong colors. Its closely knit design elements many times will solve the problem of a room which seems over-large for its purpose. Scattered furnishings become more closely held together.

Where to Use—Kitchens, bathrooms, entrance halls, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, hotel and apartment lobbies, tourist cabins, barber shops, tea rooms.

Suggested Color Scheme for Lobby

Border.....No. 27
Linostrips.....Nos. 24 and 23
Linowall.....Lower Wall, No. 703
Upper Wall, No. 704
Cove and Base..Flash Type, No. 27
Ceiling.....Painted ivory
Trim.....Gray with black accent
Curtain.....Chinese red velvet
Upholstery...Red or black leather
Rug.....Red

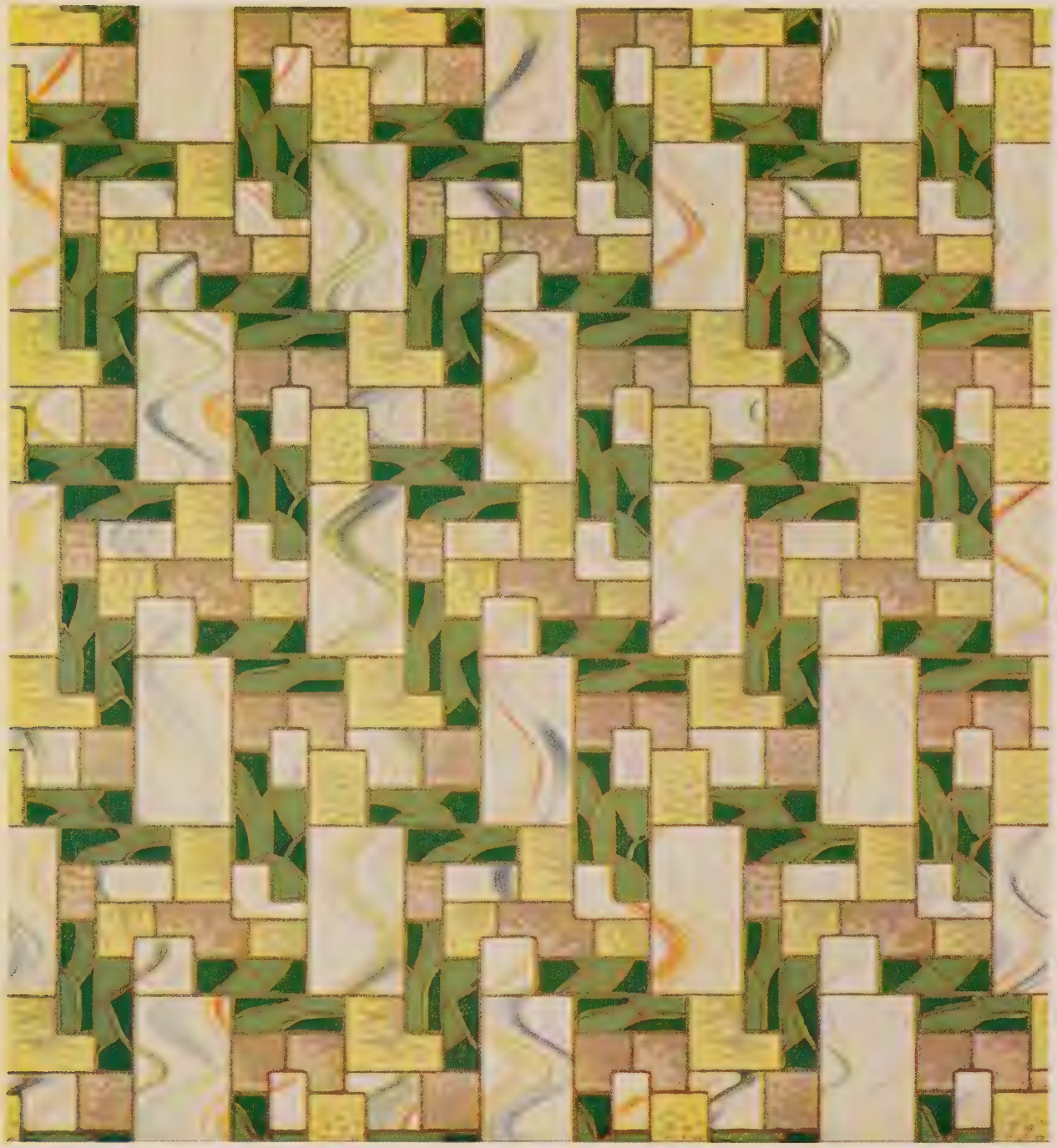
Suggested Color Scheme for Kitchen

Border.....No. 39
Linostrips.....Nos. 27 and 23
Linowall.....No. 704
Cove and Base..Flash Type, No. 39
Ceiling.....Red
Trim.....White with red and black accent
Curtain.....Printed muslin in red, black, and white
Upholstery.....Red

HOMES ARE BRIGHTENED AT LOWER PRICES WITH INSTALLATIONS OF ATTRACTIVE PATTERNS IN ARMSTRONG'S PRINTED LINOLEUM

Here is a genuine linoleum product that is priced only slightly higher than felt-base goods. It is less expensive than Inlaid linoleum because the pattern, instead of running through to the burlap back, is printed in water-resisting colors on the surface. The resilience of the linoleum "mix" in Printed linoleum tends to extend the life of the surface designs, with the result that the material is generally more economical than felt-base floor covering over long periods of service. The patterns are exceptionally attractive.

Note how the above pattern, No. 8640, has contributed to the beauty of the kitchen. The swirl marbling effect is an exclusive Armstrong feature and blends attractively with most decorative color schemes.



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 8640 Printed Linoleum

Code Words: 2 yards...EPCDA, 4 yards...EPYFO

Design—With irregular textured blocks in shadings of green and large areas of swirl marbling, this sunny pattern is an addition to any home. The mosaic of "embossed-effect" blocks executed in cheerful colorings blends with almost any interior color scheme. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, tourist cabins, sandwich shops, drug stores, delicatessens.

DISCONTINUED

Suggested Color Scheme for Kitchen

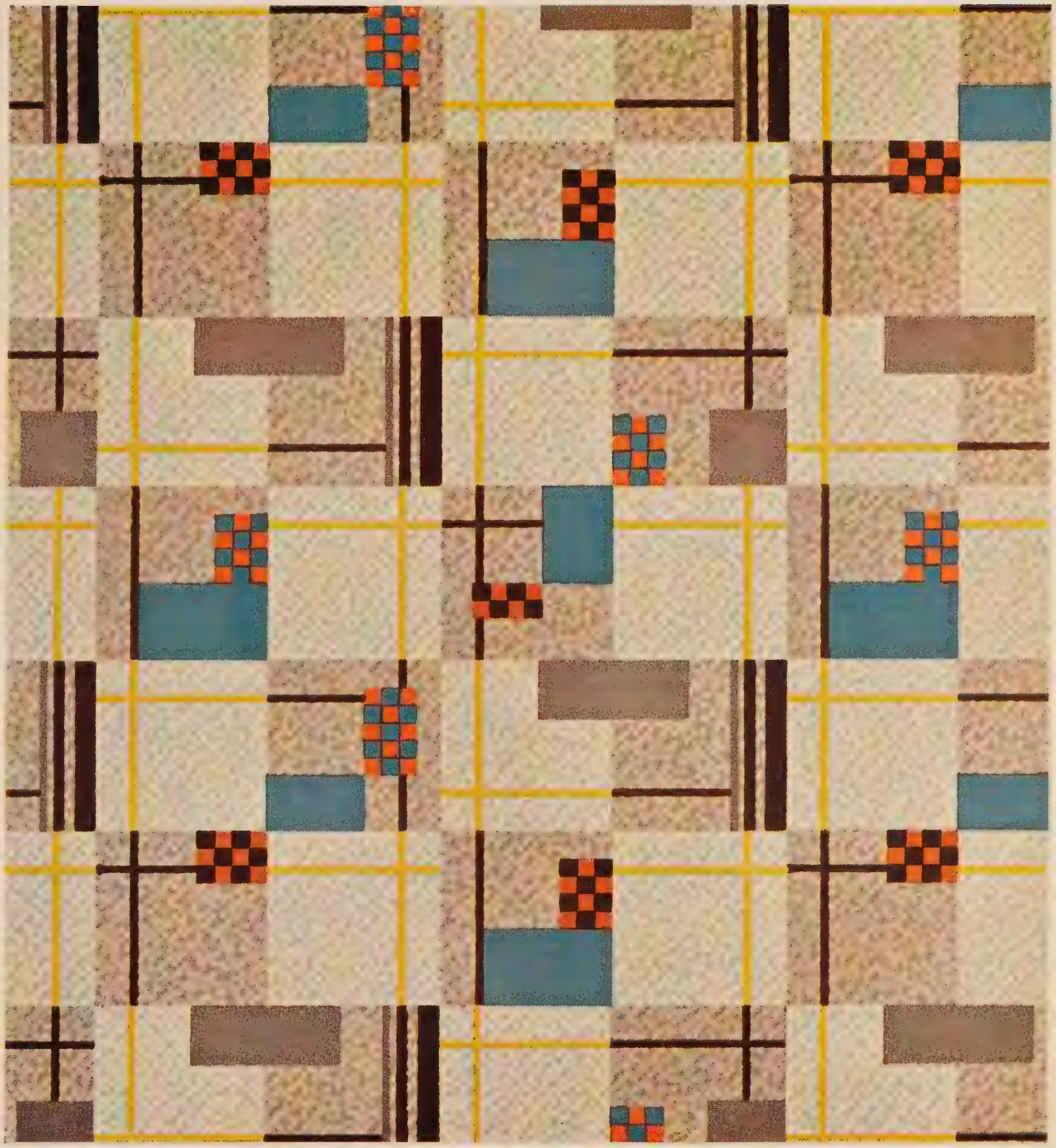
Wall.....Yellow printed paper
Trim.....Yellow
Curtain.....Green chintz
Upholstery.....Green

Suggested Color Scheme for Rear Entrance

Wall.....Green and silver wall covering
Trim.....Silver gray
Curtain.....Green organdy

DISCONTINUED

ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 8770 Printed Linoleum

Code Words: 2 yards...EPBAL, 4 yards...EPBCM

Design—Effectively combining the modern with the traditional is the design of this pattern. While the general effect is modern, the background has a colonial texture. The coloring is a two-tone taupe ground with checkered accents in black, blue, and orange. Note also the overlay tracery lines superimposed on the field.

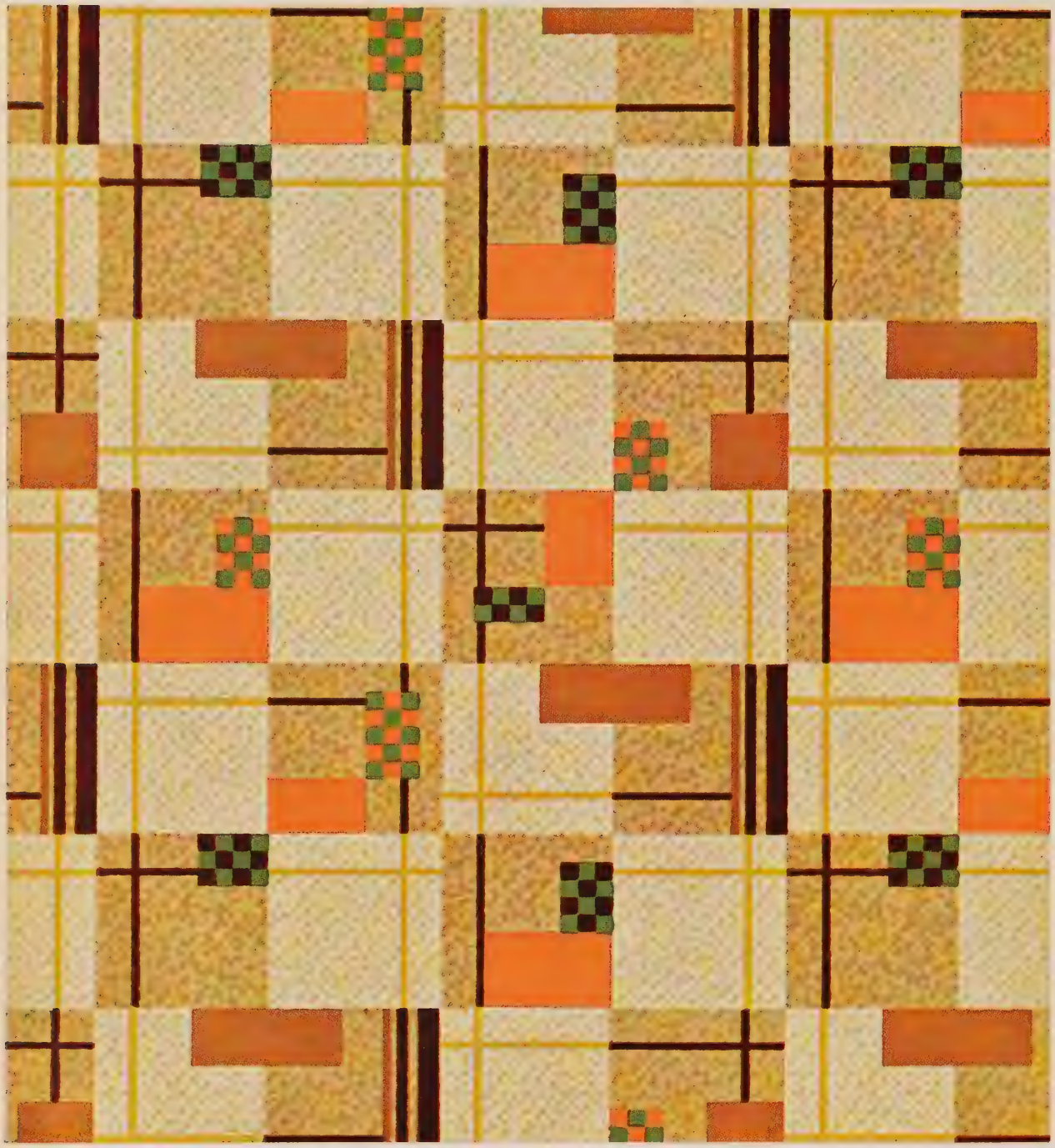
Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, barber shops, tourist cabins, tea rooms, candy stores.

Suggested Color Scheme for Barber Shop

Wall.....Painted blue
Trim.....Blue with ivory stripe
Curtain.....Ivory batiste with blue and red flowers

Suggested Color Scheme for Breakfast Room

Wall.....Yellow and white plaid paper
Trim.....Cream gray
Curtain.....Yellow printed lawn



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 8771 Printed Linoleum

Code Words: 2 yards...EPBDN, 4 yards...EPBEO

Design—Embodying a striking overlay in eggplant and yellow, this pattern consists of large textured ivory and buff squares, accented by brilliant checkerboards of color in green, orange, and black. This pleasing combination of large-scale and small-scale elements of design makes this pattern suitable for many purposes.

Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, tourist cabins, coffee shops, gift shops.

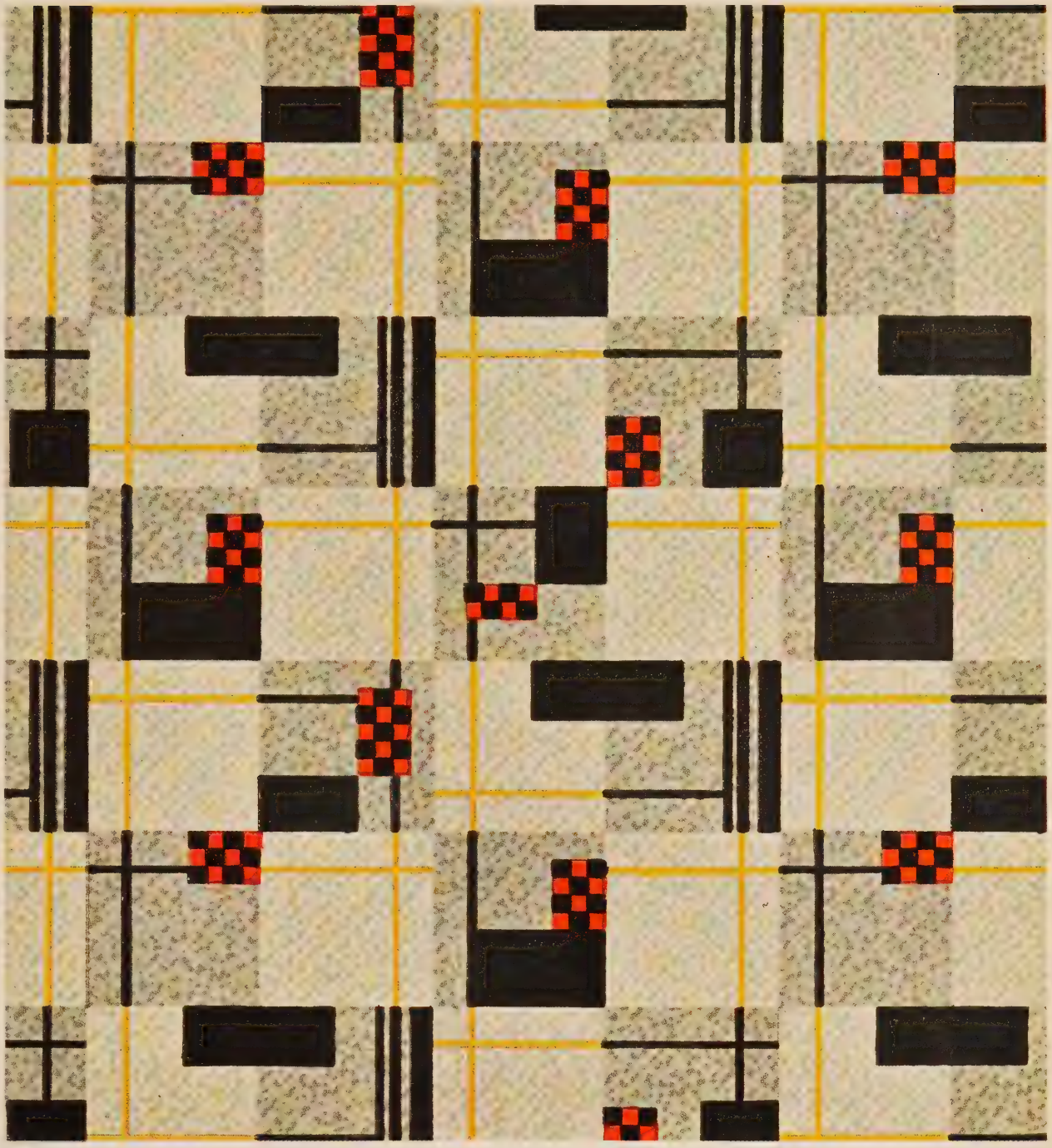
DISCONTINUED

Suggested Color Scheme for Kitchen

Wall.....Paper in yellow, green, orange, and brown
Upholstery.....Green
Trim.....Yellow with green and brown accent
Curtain.....Green oiled silk

Suggested Color Scheme for Coffee Shop

Wall.....Painted bright sage
Trim.....Sage with orange and brown accent
Curtain.....Printed chintz in orange and green on brown ground



(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 8772 Printed Linoleum

Code Words: 2 yards...EPBFP, 4 yards...EPBGP

Design—In this up-to-the-minute version of the modern overlay treatment, small-scale clusters of red and black squares add brilliance to the ground of ivory and gray blocks. Sharply contrasting overlay lines of black and gold provide additional smartness. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, as well as small stores, beauty parlors, and barber shops.

Suggested Color Scheme for Haberdashery

Wall.....Gray oatmeal paper
Trim.....Black with red stripe
Curtain.....Black, gray, red, and yellow plaid gingham

Suggested Color Scheme for Lavatory

Wall.....Silver and white square-figured paper
Trim.....White
Curtain.....Red chintz

(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 8773 Printed Linoleum

Code Words: 2 yards...EPUAN, 4 yards...EPUBO

Design—Here is a new and appealing coloring of a design that has won wide acceptance. Frankly modernistic in feeling, this pattern embodies a combination of design elements that suggests any number of highly interesting new decorative schemes. Against the soft taupe background, the strong accents of Venetian red and the gold and black overlay lines show off to excellent advantage. **Where to Use**—Kitchens, bathrooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, tourist cabins.

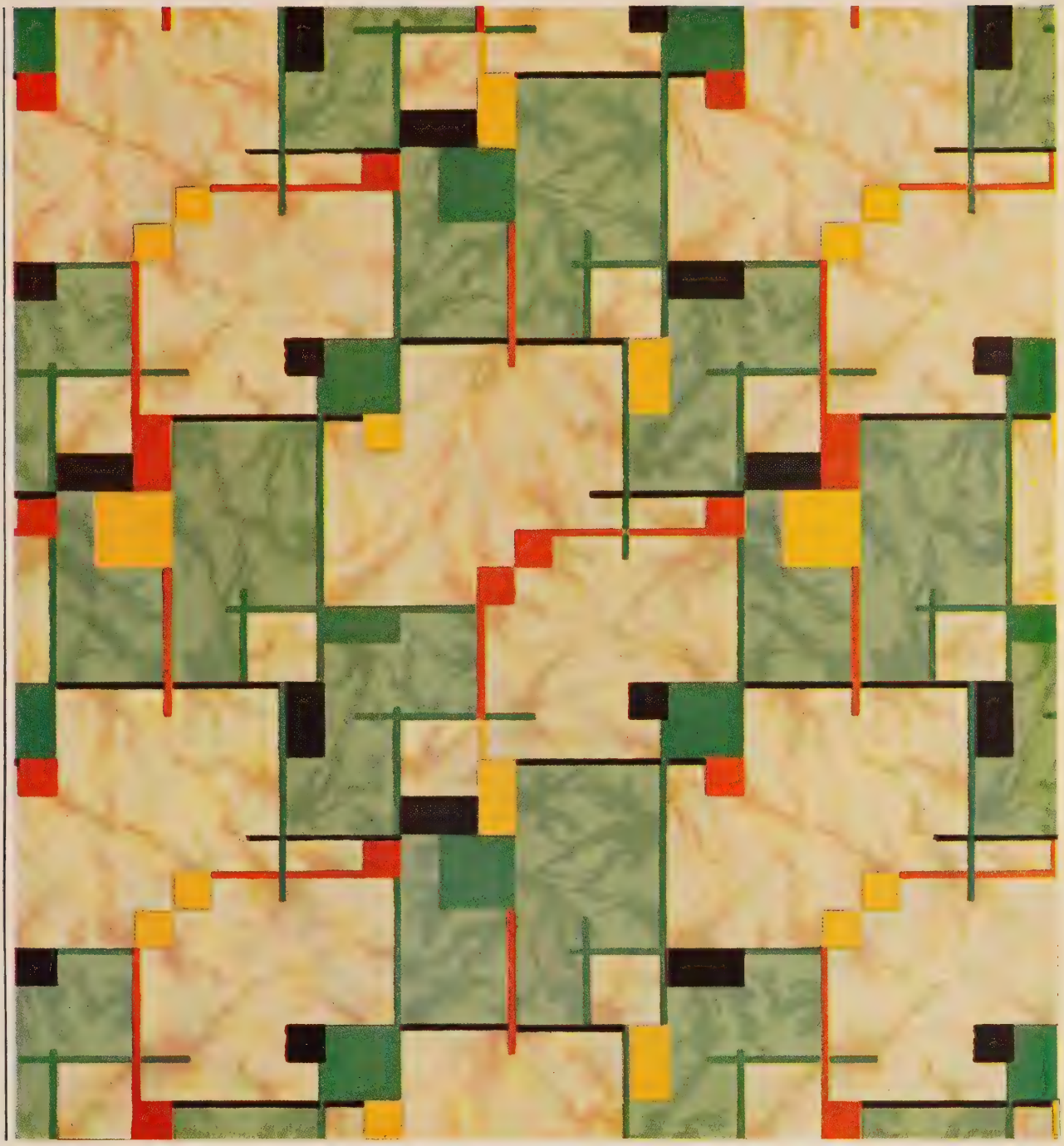
Suggested Color Scheme for Recreation Room

Cove and Base. Wood painted brown
Trim ..... Brown
Upholstery ..... Beige
Wall ..... Orange paper with brown design
Curtain ..... Brown chintz

Suggested Color Scheme for Tourist Cabin

Cove and Base ..... Wood painted light tan
Wall .... Tan and white plaid paper
Curtain ..... Orange glazed chintz with brown and white design
Trim ..... Light tan

ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 8780 Printed Linoleum

Code Words: 2 yards...EPBHQ, 4 yards...EPBIR

Design—This smart pattern is created by combining the exclusive Mellow Tone Marble background with large contrasting tiles and overshot interliners. This cool rendition of the design is in tan and green, accented with red, gold, and dark brown. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, beauty parlors, tourist cabins.

Suggested Color Scheme for Beauty Shop

Cove and Base.....Wood
Wall.....Yellow paper with brown stars
Trim.....Dark brown
Curtain.....Plain brown chintz
Upholstery.....Yellow leather

Suggested Color Scheme for Kitchen

Cove and Base.....Wood
Wall.....Fawn paint
Trim.....Fawn and red
Curtain....Plaid gingham with red background—green and white overplaid

(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 8781 Printed Linoleum

Code Words: 2 yards...EPBJS, 4 yards...EPBKT

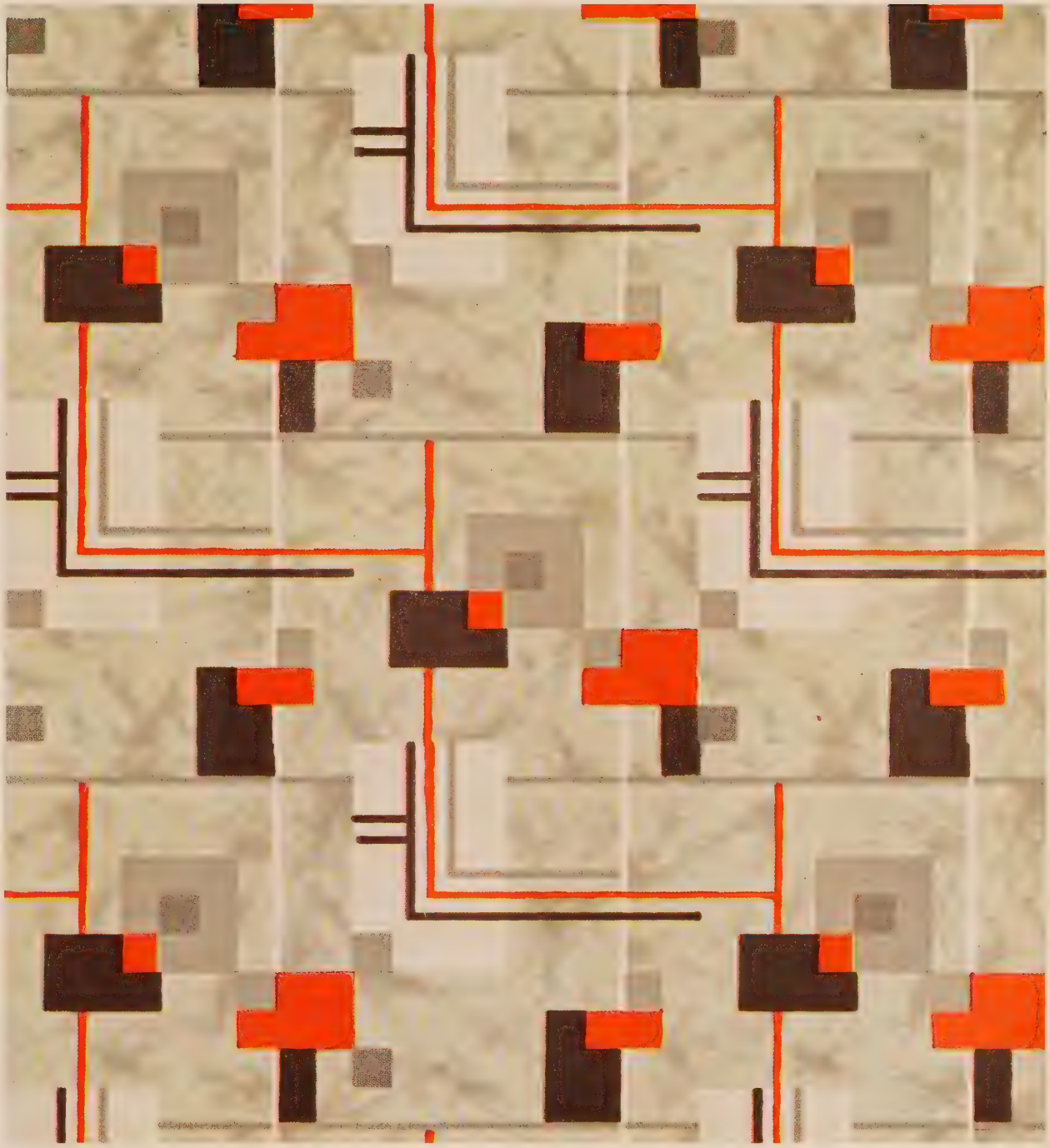
Design—Here is a warm coloring of a popular design which features smart overshot interliners, and exclusive Armstrong Mellow Tone Marbling of the large background blocks. Browns predominate throughout this entire coloring, ranging from a light tan through coffee and chocolate browns to a burnt umber. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, barber shops, tourist cabins, tea rooms, gift shops, coffee shops.

Suggested Color Scheme for Tourist Cabin

Wall....Painted buff; ceiling, green
Trim.....Buff and green
Upholstery.....Brown and green
Curtain.....Printed voile in blue, green, yellow, terra cotta
Rug.....Brown

Suggested Color Scheme for Kitchen

Wall.....Paper—white background with red square design
Curtain.....Red chintz
Trim.....Ivory white, olive green accent
Upholstery.....Same as curtain



(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 8790 Printed Linoleum

Code Words: 2 yards...EPKAH, 4 yards...EPKNE

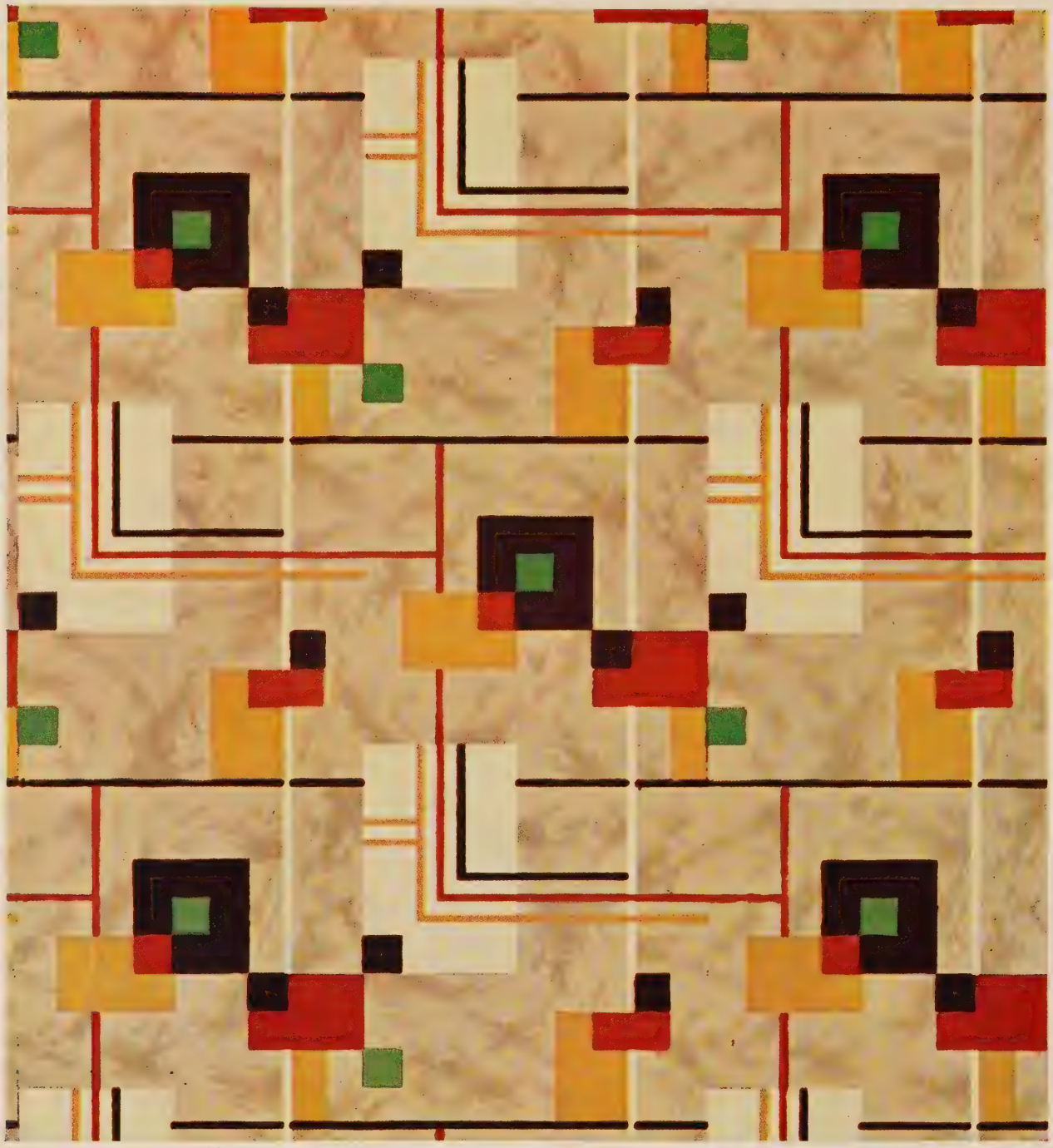
Design—Black and red accents on a field of white or gray form an attractive color scheme for many rooms. In this rendering of a tried-and-true design effect, strongly modernistic overlays form a network of color over a ground of white and Mellow Tone gray. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops.

Suggested Color Scheme for Kitchen

Wall.....Gray paint
Trim.....Gray and red
Curtain.....Red and white plaid oiled silk

Suggested Color Scheme for Bathroom

Wall...Gray and white dotted paper
Trim.....White
Curtain.....Red organdy
Upholstery.....Red
Rug.....Gray



ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 and 4 yards wide)

No. 8791 Printed Linoleum

Code Words: 2 yards...EPKIK, 4 yards...EPKOT

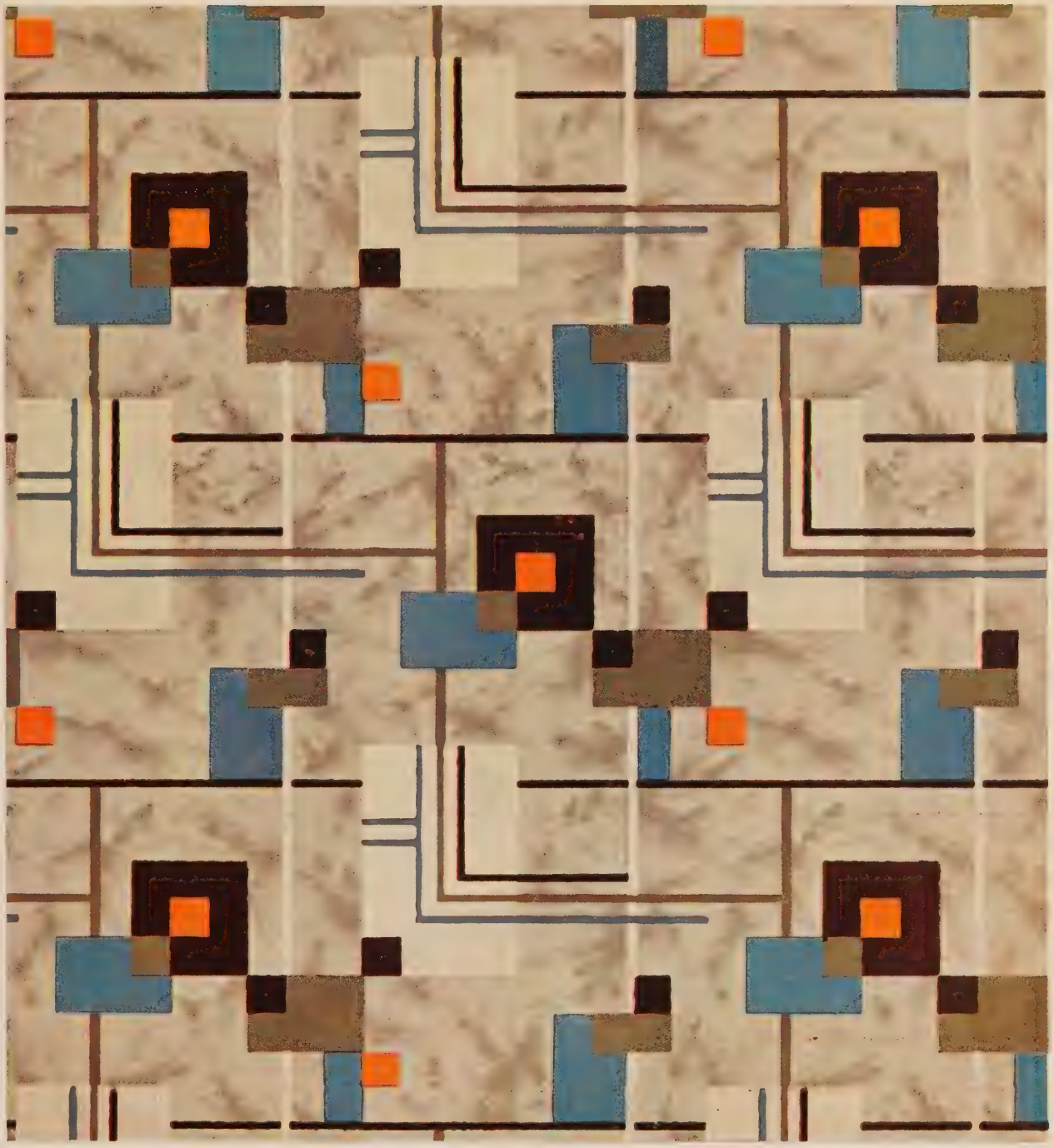
Design—Against soft tones of ivory and sand, accents and overlays in Mediterranean shades of green, brick red, dark brown, and gold provide a welcome freshness of treatment. The modernistic feeling of this pattern is tempered by the textured overlay. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, small stores, beauty and barber shops.

Suggested Color Scheme for Sports Shop

Wall.....Dark green plain paper
Trim.....Ivory
Curtain.....Ivory and brown rough texture cloth

Suggested Color Scheme for Nursery

Wall.....Buff painted wall
Trim.....Buff, red, brown
Curtain.....Brown chintz with stars in red, yellow, white



(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 8792 Printed Linoleum

Code Words: 2 yards...EPUCP, 4 yards...EPUER

Design—Latest coloring of a most successful design, this pattern has a soft gray Mellow Tone ground against which are overlaid modern accent blocks in delft blue, orange, burnt umber, and gray. Tracery lines also are in delft blue, burnt umber, and gray. **Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, beauty parlors, barber shops, and playrooms.

Suggested Color Scheme for Kitchen

Cove and Base	Wood painted white	Curtain	Orange and white seersucker
Wall	Painted blue	Trim	White

Suggested Color Scheme for Playroom

Cove and Base	Wood painted delphinium blue	Trim	Delphinium blue
Wall	Painted ivory	Upholstery	Warm gray
		Curtain	Blue and white chintz

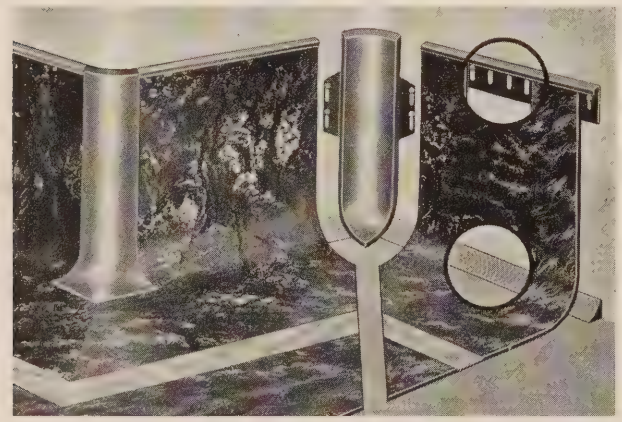
No. 100 Passage Linoleum
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word: SHOP

No. S132 Passage Linoleum
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word: SCECAPH

ARMSTRONG'S FLASH TYPE COVE AND BASE MAKES LINOLEUM FLOORS EASIER TO KEEP CLEAN AND MORE ATTRACTIVE

ANY linoleum floor becomes more attractive (and corners are easier to keep clean) when finished with Armstrong's Flash Type Cove and Base.

Cove and base is a device for producing a sanitary rounded corner at the point where the floor meets the wall. Because the corner is rounded, it is easy to get a brush into it and sweep it thoroughly clean. In addition, there is no opening through which spilled liquids might penetrate under baseboards and thereby attract vermin and germs or cause odors.



There's no place for dirt to catch in seamless, rounded corners made with Armstrong's Flash Type Cove and Base. The field or border linoleum is curved up the wall to a distance of 4½ or 6 inches, as shown in this cutaway view.

Where Flash Type Cove and Base is used, the linoleum of the field or border is curved up the wall to a distance of 4½ or 6 inches. It is then finished with an attractively colored but inconspicuous binding strip that is fastened to the wall.

CORNER PIECES AVAILABLE IN COLORS

At corners, preformed metal corner pieces, available in the same colors as the binding strip, are used as illustrated below. In rooms of modern design, where plinth blocks are often omitted at the doorway, Armstrong's Flash Type Cove and Base can be finished with Armstrong's Metal End Stops. These end stops are available in a number of colors to match the binding strip and corner pieces.

The binding strip, corner pieces, and end stops used with Armstrong's Flash Type Cove and Base are supplied in the following standard colors: brown, black, ivory, buff, green, orchid, blue, and chromium.

LINOLEUM FLOORING LASTS LONGER AND IS MORE COMFORTABLE WHEN INSTALLED OVER A LAYER OF ARMSTRONG'S LINING FELT

A LAYER of Armstrong's Lining Felt should be pasted to wood subfloors and thoroughly rolled before the linoleum is installed. Then the linoleum should be pasted to the lining felt. For both of these operations, Armstrong's Linoleum Paste is the correct adhesive to use.

There are many reasons why this felt-layer method of installing linoleum produces a better flooring job.

PROTECTS LINOLEUM

First and most important is the fact that laying it over felt protects the linoleum from splitting and cracking. In summer, wood subfloors expand. In winter, they contract. This movement of the boards with the seasons puts considerable strain on the linoleum if the linoleum is pasted direct to the boards, without a protective layer of felt in between. Often, this movement is great enough to tear the linoleum.

However, when lining felt is used, the strain is placed upon the lining felt, which has much more "give" than the linoleum. The lining felt takes up this strain and prevents it from being transmitted to the linoleum. As a result, the linoleum is protected and is much less likely to split, crack, or buckle.

Lining felt also is desirable because it prevents the outline of the floor boards from showing through the linoleum, especially when thinner gauges of linoleum are used. Most subfloors are not perfectly smooth, and where there is no intermediate layer of lining felt, the irregularities of the subfloor frequently are visible through the linoleum. High spots wear out faster, too, thus reducing the life of the material.

INCREASES COMFORT

By covering the cracks in the floor boards, the lining felt makes the finished floor warmer and more comfortable. It helps to prevent drafts or dust from coming up from floors below. It cushions footsteps and makes the linoleum floor quieter and more restful. For this reason, lining felt is often used under linoleum installed over concrete or other hard subfloors, even though its use is not essential as it is with wood subfloors.

Armstrong's felt-layer method of installing linoleum has been tested by more than twenty years of actual service in thousands of residences, stores, offices, and other busy public buildings.

SIMPLIFIES REMOVAL

Where the user lives in a rented house or a house that may be sold, the use of lining felt will be an economy because it makes the removal of the linoleum easy. Instead of moving out of the house and leaving the linoleum floor behind, the user can have the linoleum removed and take it with him to his new residence. For the same reason, lining felt is desirable when linoleum is installed in rented stores or offices.

Armstrong's Lining Felt, which is colored green for easy identification, was developed especially for the purpose of protecting and cushioning linoleum floors. It is heavy enough to reduce irregularities in the subfloor and dense enough to withstand scuffing during installation. It absorbs a minimum of adhesive, yet it insures a tight bond with the linoleum and subfloor. Also, it offers high resistance to tearing and splitting.

Armstrong's Lining Felt should not be confused with ordinary roofing felt and should be used where Armstrong's Linoleum is to be installed over wood. Moderate in cost, it represents the highest development in a specialized lining felt for flooring work.

INSURES SERVICEABILITY

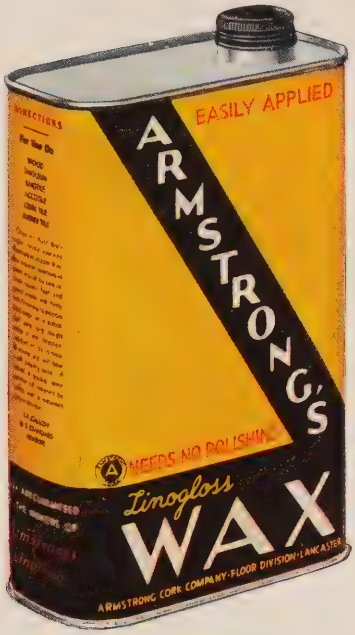
The felt-layer method is the only sure method of insuring maximum serviceability and maximum comfort in a linoleum floor installed over a wood subfloor. While linoleum floors may be installed over suspended concrete subfloors, either with or without lining felt, they should never be installed over concrete subfloors which are in direct contact with the ground, on or below grade. For example, linoleum should not be used as a basement floor covering material.

Armstrong's Lining Felt is pasted over the subfloor with Armstrong's Linoleum Paste.

Armstrong's Linoleum is firmly pasted to the felt with Armstrong's Linoleum Paste.

Next, the linoleum is joined with almost invisible seams, then rolled and weighted.

FOLLOWING THESE SIMPLE INSTRUCTIONS FOR FLOOR MAINTENANCE KEEPS ARMSTRONG'S LINOLEUM AND FELT-BASE LOOKING NEW



Linogloss Wax, applied without rubbing, dries in about twenty minutes with a pleasing medium lustre. The protective coating is durable and resistant to water spotting.

A PROPERLY treated linoleum or felt-base floor needs only a daily dusting and an occasional cleaning and rewaxing to keep it looking new and fresh for its maximum life of service. This simple maintenance program also greatly lightens the care of any floor and helps to eliminate expensive refinishing.

CARE OF LINOLEUM IN HOMES

As soon as the floor is installed, apply a coat of Linogloss Wax. Go over the floor daily with a dry mop to remove dust and loose dirt. Spilled things may be wiped up with a damp cloth or mop. The protective wax film should be renewed from time to time.

When the floor is very dirty, wash with a solution of Armstrong's Floor Cleaner and warm water. Rinse with clear water and apply Armstrong's Linogloss Wax.

CARE OF LINOLEUM IN PUBLIC BUILDINGS

Two applications of Armstrong's Linogloss Wax should be applied to all floors upon installation, to build up a hard, durable, protective coating. This should be renewed at intervals, depending upon traffic conditions. The lustre may be renewed in traffic lanes, between waxings, by buffing.

All floors should be swept daily with a hair broom, and washed as necessary with a solution of Armstrong's Floor Cleaner and warm water.

CARE OF FELT-BASE RUGS AND FLOOR COVERING

Felt-base rugs and floor covering should be dusted every day. Spilled things should be wiped up promptly with a mop or damp cloth. Wash occasionally with Armstrong's Floor Cleaner and water, and rinse with clear water. When dry apply a coat of Linogloss Wax.

Some persons prefer to use Armstrong's Brushing Lacquer once or twice a year. *Lacquer, however, should never be applied over wax.*

ARMSTRONG'S LINOGLOSS WAX is applied to the floor surface in a thin coat with a Linogloss Applicator or a soft cloth—without rubbing. It gives extra protection to any type of floor. It is neither too soft to wear well, nor so hard that it will crack and show traffic lanes. Linogloss Wax dries in about twenty minutes (in most cases) and produces a fine medium lustre. If desired, a high gloss may be obtained by buffing after the wax is dry.

ARMSTRONG'S FLOOR CLEANER is a modern scientific development which provides an easy method for washing floors *safely*. It may be used on any type of floor except rubber, and contains no abrasive material to scratch floor surfaces—no strong alkalis to attack the oils in linoleum or other compositions. Armstrong's Floor Cleaner is also used satisfactorily for washing woodwork, painted walls, and wood or metal furniture. One quarter cupful to a pail of water is sufficient in most cases. The action is quicker and more thorough than that of ordinary soap and water.

Armstrong's Floor Cleaner contains no harmful abrasives or alkalis. It is easy, quick, and convenient to use.

LINOGLOSS APPLICATOR—This convenient tool, consisting of a handle with a lamb's wool head, is made in two sizes for spreading Armstrong's Linogloss Wax in a thin, even film. Many persons use one applicator to apply the wax, and another for polishing.

USE OF POLISHERS

The use of power-driven floor polishers will be found helpful if it is desired to give a high gloss to floors of considerable area.

Always Protect Floors from Marring and Denting By Using Approved Furniture Gliders and Cups

To prevent marring or denting of linoleum and felt-base floors, approved gliders or cups should be used under all furniture legs, casters, and other point loads. The type to use depends upon the nature and weight of the load. Full information may be obtained by writing to the Armstrong Cork Company, Lancaster, Penna.

ARMSTRONG'S

LINOFLOR—INLAID, MARBELLE, AND PRINTED—IS OFFERED IN A WIDE VARIETY OF COLORFUL PATTERNS—WITH SAFETY-BACK

There are three types of Armstrong's Linoflor—Inlaid, Marbelle, and Printed. They are intended for those persons who want a better material than felt-base but who do not care to invest in Inlaid linoleum. In the room above is Marbelle Linoflor (Pattern 1901).

The backing of all Linoflor is a special asphalt saturated felt. In Inlaid and Marbelle Linoflor the wearing surface consists of an inlaid "mix." In Printed Linoflor the mix is thinner than in Inlaid and this surface is printed with a heavy film of colorful paints.

All Armstrong's Linoflor is equipped with the exclusive removable Safety-Back which makes it possible to cement the material direct to the floor and remove it later without damage to the subfloor.

(Size of Blocks—9″ x 9″) (2 yards wide only)

No. 18055 Inlaid Linoflor

Code Word: LFDIT

Design—Persian tapestry colors—turquoise, ivory, rose, henna, rust—are artfully blended in this allover marble design. The result is a restful, harmonious pattern, which contrives to make rooms appear to be larger than they really are. Tracked-in dirt and foot prints are nearly invisible, too. For business rooms or homes. **Where to Use**—Kitchens, bathrooms, sun porches, studies, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, barber shops, tourist cabins, exhibits.

DISCONTINUED

Suggested Color Scheme for Kitchen

Border.....No. 27
Wall.....Ivory white paint
Trim.....White, turquoise, rust
Curtain.....Printed voile in turquoise, rust, and chartreuse
Upholstery.....Turquoise

Suggested Color Scheme for Beauty Parlor

Linostrip.....No. 46
Wall.....Turquoise paint
Trim.....Turquoise and tan
Curtain.....Turquoise mohair
Upholstery.....Tan leather
Rug.....Tan

(Size of Blocks—9" x 9") (2 yards wide only)

No. 18056 Inlaid Linoflor

Code Word: LFMAT

Design—The current appeal of light colorings in marbleized patterns is seen in this number. The ivory coloring in this marble block design is veined with pale green, old gold, and black. **Where to Use**—Kitchens, baths, entrance halls, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins.

Suggested Color Scheme for Breakfast Room

Border.....No. 21
Cove and Base..Flash Type, No. 21
Upper Wall.....Green and white bamboo paper
Trim.....White and dark green
Curtain.....Green dotted challis with lace edge
Upholstery.....Green

Suggested Color Scheme for Hotel Lobby

Border.....No. 27
Linostrip.....No. 42
Cove and Base..Flash Type, No. 27
Trim.....Black and gold
Upper Wall..Gray and black broad striped paper
Curtain.....Black and gray chintz
Upholstery.....Gold brocade

DISCONTINUED

ARMSTRONG'S

(Size of Blocks—9″ x 9″) (2 yards wide only)

No. 18062 Inlaid Linoflor

Code Word: LFAGH

Design—Soft, mellow tracery in this marbled design is matched with unusual color blending. The result is a floor which will give much to a decorative scheme without itself being obtrusive. Yellows, blues, browns, and tans combine well with this pattern. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, beauty parlors, showrooms, restaurants, offices, tea rooms.

Suggested Color Scheme for Sun Porch

Border	No. 46	Curtain	Rough textured fabric in apricot
Linostrip	No. 48	Upholstery	Brown
Cove and Base	Flash Type, No. 46	Rug	Brown
Trim	Cream gray and apricot		

Suggested Color Scheme for Bathroom

Border	No. 46	Upper Wall	Yellow—white and blue striped paper
Linostrips	Nos. 23 and 48	Trim	Ivory
Cove and Base	Flash Type, No. 46	Curtain	Blue celanese
Rug	Yellow		

DISCONTINUED

(Size of Blocks—9" x 9") (2 yards wide only)

No. 18064 Inlaid Linoflor

Code Word: LFBEU

Design—Deep veining of the colors is responsible for the facility with which this pattern is used in decorative work. Tones not repeated in other furnishings tend to recede into the background.

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, night clubs, showrooms, restaurants, shops.

Suggested Color Scheme for Cocktail Bar

Border	No. 27	Wall	Red, gray, and white; silver ceiling
Linostrips	Nos. 39 and 45	Curtain	Red shantung
Cove and Base	Flash Type, No. 27	Upholstery	Silver leather
Trim	Platinum		

Suggested Color Scheme for Beauty Parlor

Border	No. 27	Wall	Painted pale taupe
Linostrips	Nos. 23 and 49	Trim	Pale taupe
Cove and Base	Flash Type, No. 27	Curtain	Peach striped celanese
Ceiling	Painted peach	Upholstery	Peach or black

DISCONTINUED

(Size of Blocks—9" x 9")

(2 yards wide only)

No. 18065 Inlaid Linoflor

Code Word: LFCEN

Design—The feeling of spaciousness which this pattern creates is due as much to captured sunlight as to the cool, open graining of its allover marble design. Pale green, red, and beige, are blended to reflect, rather than to dominate, the decorative scheme. **Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, tourist cabins.

Suggested Color Scheme for Beauty Parlor

Border.....No. 20
Wall.....Pale green and red
Trim..... Cream
Upholstery.....Cream leather
Curtain.....Flowered oiled silk
Rug....Modern in cream and beige

Suggested Color Scheme for Kitchen

Border.....No. 42
Wall.....Green, yellow, and white plaid
Trim....Pale green—canary yellow
Curtain.....Green organdy
Upholstery.....Yellow leather

ARMSTRONG'S

(Size of Blocks—9″ x 9″) (2 yards wide only)

No. 18067 Inlaid Linoflor

Code Word: LFHAF

Design—To rooms in which brown is the predominating color, this strongly marbled pattern adds warmth, depth, and sunny cheerfulness with unobtrusive harmony. Here, again, practical coloring and design combine successfully to conceal tracked-in dirt. **Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, breakfast rooms, rear entries, offices, stores.

Suggested Color Scheme for Kitchen

Border	No. 20	Trim	Ivory with orange accent
Linostrip	No. 41	Curtain	Dimity in brown—with orange and white dots
Wall	Painted ivory below, brown above	Upholstery	Brown

Suggested Color Scheme for Office

Border	No. 46	Trim	Taupe
Linostrip	No. 20	Curtain	Blue-green jaspé cloth
Wall	Painted taupe with orange ceiling	Upholstery	Orange or brown
		Rug	Brown

DISCONTINUED

(Size of Blocks—9″ x 9″) (2 yards wide only)

No. 18068 Inlaid Linoflor

Code Word: LFHEG

Design—Many times an all-white floor would be chosen either for daintiness, or to give maximum light or the proof of cleanliness to interiors, if only a practical pattern could be found. This pattern is desirably white, yet its soft marbling will overcome any feeling of bareness which might otherwise be objectionable. **Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small and large stores, beauty parlors, banks, restaurants, hospitals, schools, barber shops, tourist cabins.

Suggested Color Scheme for Powder Room

Border	No. 27	Upper Wall	Rose and gray
Linostrip	No. 37	Curtain	Gray organdy
Cove and Base	Flash Type, No. 27	Upholstery	Rose velvet
Trim	Gray	Rug	Black

Suggested Color Scheme for Dress Shop

Border	No. 27	Trim	Chartreuse and black
Linostrip	No. 33	Curtain	Black and white chintz
Cove and Base	Flash Type, No. 27	Upholstery	Chartreuse leather
Upper Wall	Chartreuse paint	Rug	Black

(Size of Blocks—9″ x 9″) (2 yards wide only)

No. 18069 Inlaid Linoflor

Code Word: LFHIT

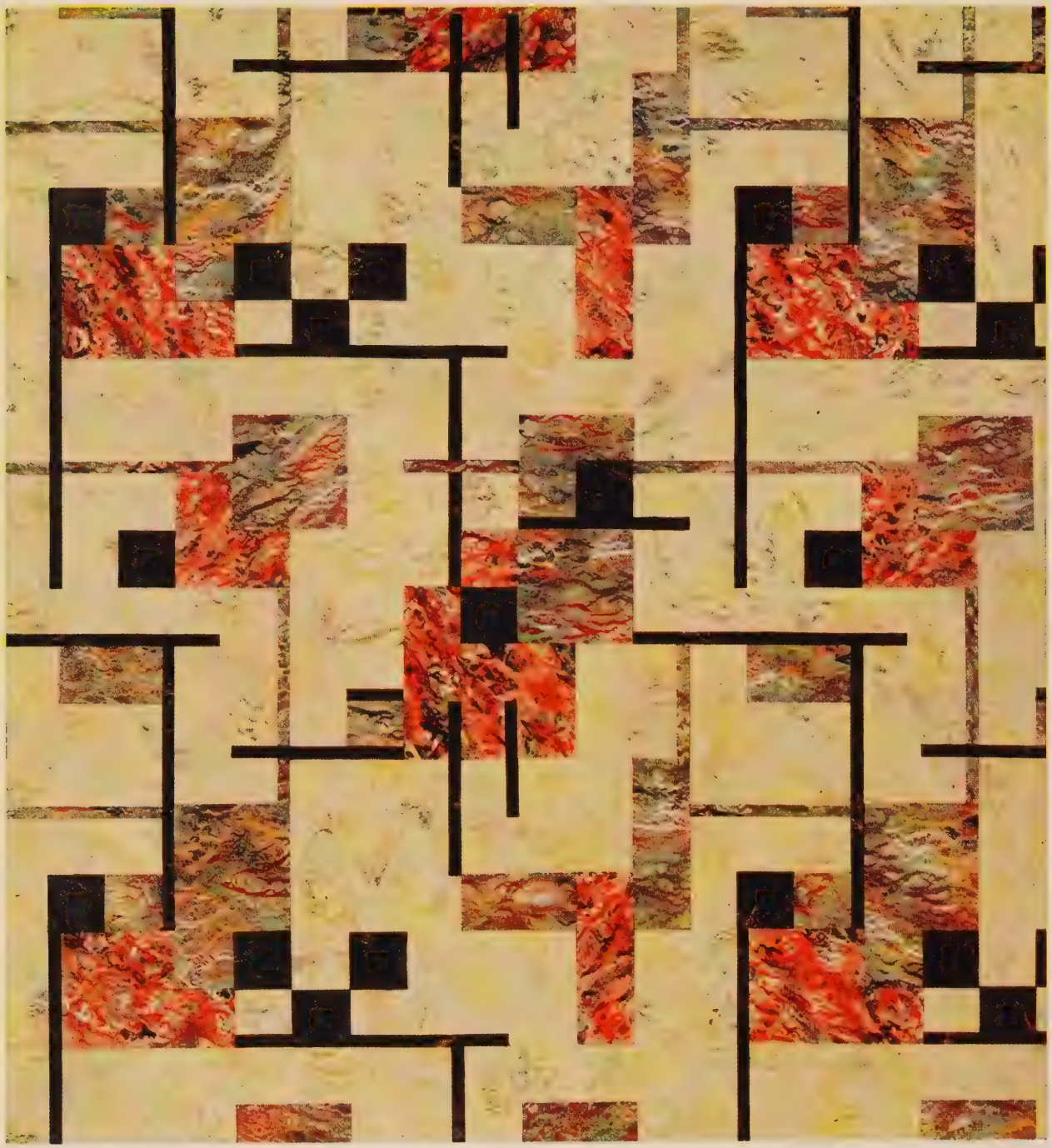
Design—Because of its strong, dark marbling, this warm pattern is set off particularly well by light, plain colored rugs. At the same time, cream, tan, orange, or black may be used for highlight treatment in other room furnishings. Generally speaking, the darker the color scheme employed, the more this pattern will seem to glow. **Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, restaurants, lobbies, barber shops.

Suggested Color Scheme for Hotel Lobby

Border	No. 27	Trim	Cream gray
Linostrip	No. 23	Curtain	Glazed chintz—beige, white, and orange
Cove and Base	Flash Type, No. 27	Upholstery	Tapestry and velvet
Wall	Cream gray paint		

Suggested Color Scheme for Sun Porch

Border	No. 27	Curtain	Heavy wool, green and orange basket weave
Linostrip	No. 45	Upholstery	Green monks' cloth
Cove and Base	Flash Type, No. 27	Rug	Green
Trim	Ivory and orange		



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 18141 Inlaid Linoflor

Code Word: LFHUK

Design—The precise geometric design of this pattern suggests its use as a starting point for modernistic decoration. The colors are distinct and clean-cut, but the overall effect is one of restraint, which permits combination with a wide range of color schemes. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops.

Suggested Color Scheme for Bathroom

Border.....No. 27
Wall.....Green paint
Trim.....Green
Curtain.....White oiled silk
Rug.....White

Suggested Color Scheme for Kitchen

Border.....No. 46
Wall.....Ivory
Upholstery.....Red leather
Curtain.....Printed brown chintz
Trim.....Ivory with Chinese red, brown, and blue-green

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 18143 Inlaid Linoflor

Code Word: LFMIK

Design—Here the modern combination of black, white, and red is presented in a light, gay version, which will be found invaluable in shady rooms, and in rooms which need to be given the feeling of greater than actual size. The luxurious white background is made practical by the dirt- and footprint-concealing overtones.

Where to Use—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, tourist cabins, cigar shops, lunch rooms, bake shops, laundries.

Suggested Color Scheme for Breakfast Room

Border.....No. 40
Linostrips.....No. 26
Cove and Base..Flash Type, No. 40
Upper Wall..Paper, grays and white
Trim.....Gray and white
Curtain.....Striped white cotton
Upholstery.....Red

Suggested Color Scheme for Bathroom

Border.....No. 27
Cove and Base..Flash Type, No. 27
Rug.....Red
Upper Wall.....Paper—white with red star
Trim.....White and red
Curtain.....Red shantung

DISCONTINUED

(Plate shows approx. 1/4 scale)

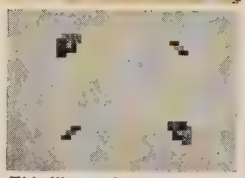
(2 yards wide only)

No. 18160 Inlaid Linoflor

Code Word: LFMGU

Design—Here is a cheerful, sunny pattern which offers both style and utility for informal rooms. The royal blue accents are in increasing vogue, while the serviceable ivory marbled field is in keeping with the modern trend to light-colored floors.

Where to Use—Kitchens, baths, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, tea rooms, candy shops.



This illustration represents a 4½' x 6' area.

Suggested Color Scheme for Barber Shop

Border	No. 29	Trim	Tan and red
Ceiling	Red	Curtain	Red oiled silk
Wall	Buff	Upholstery	Tan

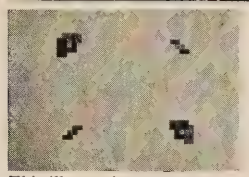
Suggested Color Scheme for Kitchen

Border	No. 27	Trim	Ivory white
Linostrip	No. 29	Curtain	Ivory voile
Wall	Blue flower pot paper	Upholstery	Ivory leather

DISCONTINUED

(2 yards wide only)

(Plate shows approx. 1/4 scale)



This illustration represents a 4½' x 6' area.

No. 18161 Inlaid Linoflor

Code Word: LFMOC

Design—Smartly suggestive of a fine custom floor, bright accents spring from the background of this pattern to initiate color schemes. The black marble field is in wide demand for many modern interiors.

Where to Use—Kitchens, baths, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, barber shops, recreation rooms, tourist cabins, theatres, offices.

Suggested Color Scheme for Coffee Shop

Border . . . . . No. 27
Wall . . . . . Red paper
Trim . . . . . Black
Curtain . . . . Red star printed cotton
Upholstery . . . . . Red leather

Suggested Color Scheme for Rumpus Room

Border . . . . . No. 41
Upper Wall . . . . Green, black, white, and orange sports paper
Trim . . . . . White, green, black
Curtain . . . . . Green fish net
Upholstery . . . . . Green

DISCONTINUED

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 18162 Inlaid Linoflor

Code Word: LFMFR

Design—A white background, attractively marbled to conceal footprints, plus clean-cut modern accents in scarlet, black, and gray, give this pattern authentic style. Wide spacing of design units makes rooms appear larger than they really are. **Where to Use**—Kitchens, baths, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, tea rooms, tourist cabins.

This illustration represents a 4½′ x 6′ area.

Suggested Color Scheme for Kitchen

Border	No. 27	Trim	White
Linostrip	No. 40	Curtain	Red chintz
Wall	Red and white plaid paper	Upholstery	Red leather

Suggested Color Scheme for Beauty Parlor

Border	No. 27	Wall	Painted gray
Trim	Dark gray trimmed with red and black	Curtain	Red, gray, black, and yellow blocked celanese voile

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(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 18170 Inlaid Linoflor

Code Word: LFNAL

Design—In this overlay tracery pattern with custom-floor-type insets, the formal effect caused by the large golden tan squares is broken up by the irregular placement of scarlet accent blocks.

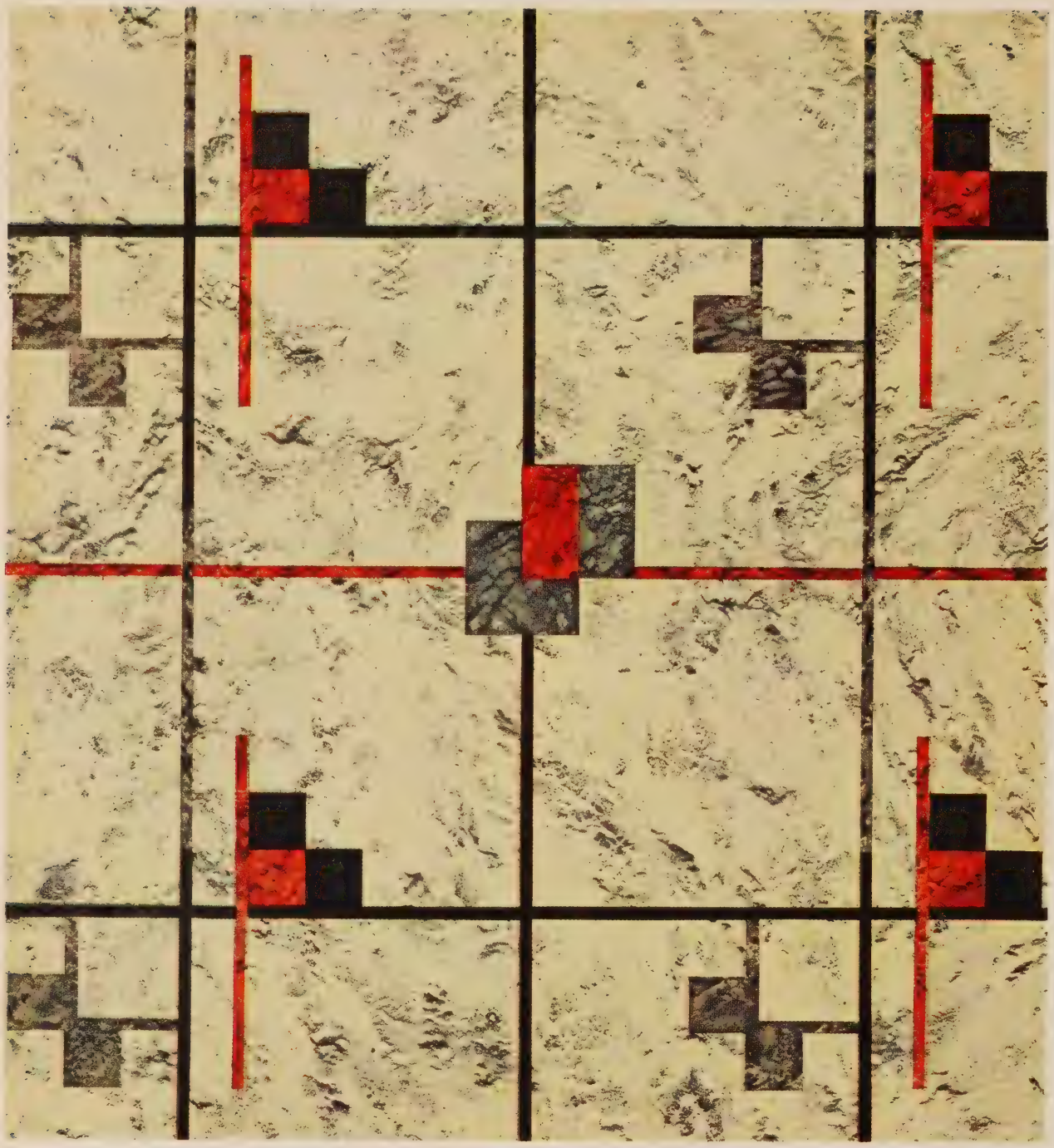
Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, restaurants, tourist cabins, lunch rooms, showrooms.

Suggested Color Scheme for Bathroom

Border	No. 27	Upper Wall	Yellow paper with white dots
Cove and Base	Flash Type, No. 27	Curtain	Yellow crinkled organdy
Trim	Yellow		

Suggested Color Scheme for Kitchen

Border	No. 27	Upper Wall	Ivory and red paper
Linostrips	Nos. 39 and 45	Trim	Buff
Cove and Base	Flash Type, No. 27	Curtain	Red oiled silk



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 18171 Inlaid Linoflor

Code Word: LFNBU

Design—Plainly modern in the handling of the open ground overlay tracery, this refreshing treatment of an extremely popular design motif makes effective use of black, scarlet, and white. The accent blocks of scarlet look strikingly like the inset hand-cut shapes that are employed in designed-to-order linoleum floors. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, showrooms, tourist cabins, exhibits, coffee shops, haberdasheries, recreation rooms.

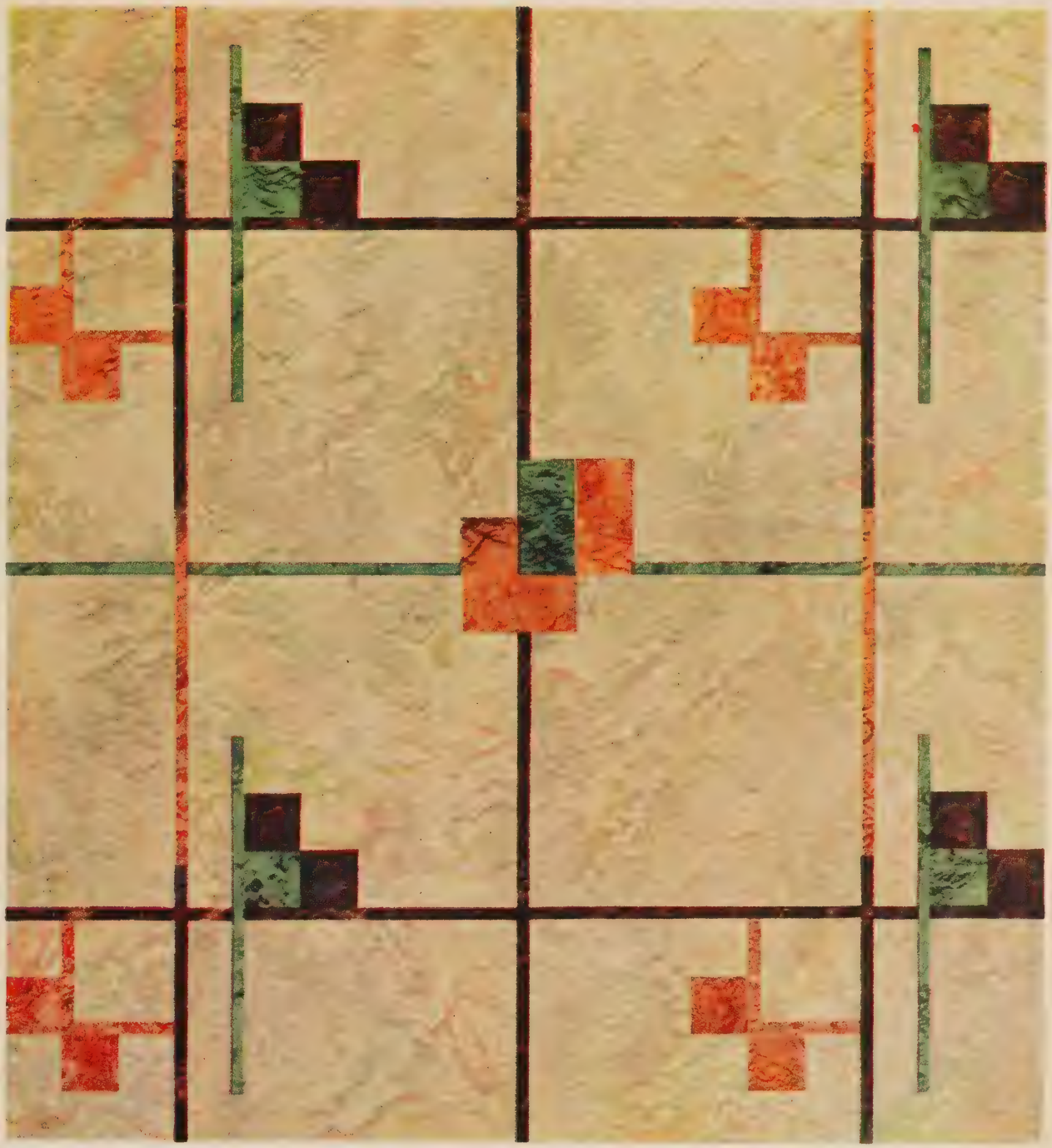
Suggested Color Scheme for Bathroom

Border	No. 03	Trim	Cream
Cove and Base	Flash Type, No. 03	Curtain	White crinkled organdy
Upper Wall	Red paint or paper	Rug	Black

Suggested Color Scheme for Kitchen

Border	No. 22	Curtain	Red and white glazed chintz
Linostrips	No. 39	Trim	Gray
Cove and Base	Flash Type, No. 22	Upholstery	Same as curtain

ARMSTRONG'S



(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 18172 Inlaid Linoflor

Code Word: LFNCO

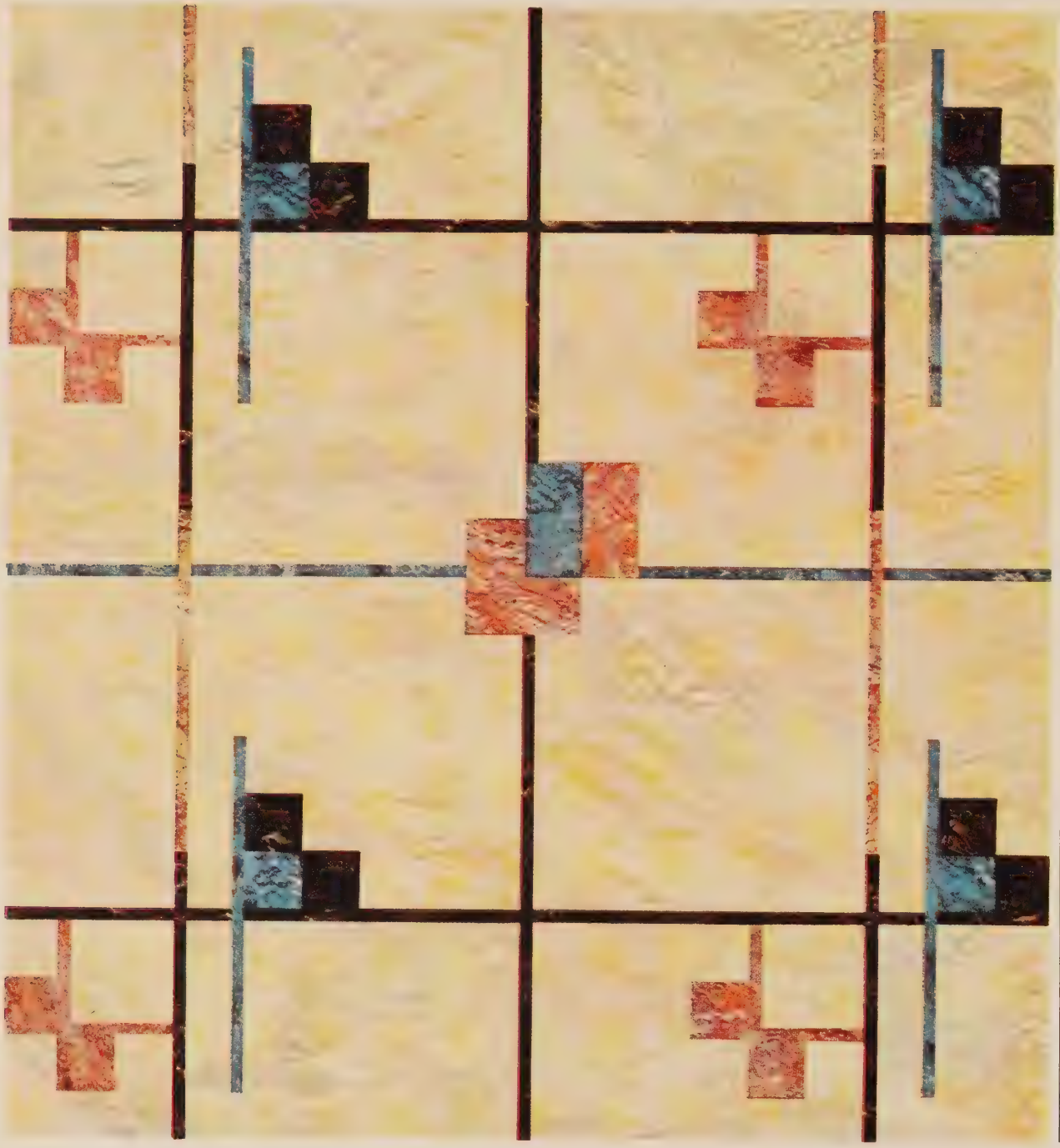
Design—Nine-inch blocks, practically marbled in warm beige tones of green and rose, are tied together with an attractive overlay tracery of gold, green, and burnt umber. This design accurately interprets the latest trend in flooring for informal rooms. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, laundries.

Suggested Color Scheme for Laundry

Border	No. 08	Cove and Base	Wood painted green
Linostrips	No. 41	Curtain	Green printed cotton
Upper Wall	Painted cream	Trim	Green

Suggested Color Scheme for Bathroom

Border	No. 42	Wall	Pale green paper with white fish
Cove and Base	Flash Type, No. 42	Curtain	White organdy
Trim	Pale blue, green		



ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 18173 Inlaid Linoflor

Code Word: LFNHI

Design—Golden-tan pastel tones in the marbled field of this informal pattern are highlighted by accent blocks and fine connecting lines of blue, deep rose, and burnt umber. The open ground overlay treatment and the effective use of royal blue accents are style features in harmony with the trend of the day. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, barber shops, tourist cabins, delicatessen shops.

Suggested Color Scheme for Beauty Shop

Border	No. 49	Wall	Paper or paint—taupe
Cove and Base	Wood painted taupe	Trim	Taupe, coral accent
Curtain	Coral linen	Upholstery	Medium blue

Suggested Color Scheme for Bathroom

Border	No. 43	Wall	White paper with vari-colored fish
Linostrips	No. 45	Trim	Pastel blue
Cove and Base	Flash Type, No. 43	Rug	Blue
Curtain	Blue organdy		

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 1900 Marbelle Linoflor

Code Word: MLHAN

Design—This pattern is news because allover marble effects in Inlaid Linoflor are news. So popular have been the marbleized block effects in Inlaid Linoflor that addition of an allover effect is readily understandable. Here, the marbling is composed of a rich pastel in delicately blended tones of rose-beige and pale green. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, barber shops, tourist cabins, haberdasheries, dress shops.

Suggested Color Scheme for Beauty Shop

Border.....No. 42 Trim.....Light green
Wall.....Painted light green Curtain....Green plaid oiled silk

Suggested Color Scheme for Bathroom

Border.....No. 23 Trim.....White
Wall.....Pink and white Curtain.....White oiled silk

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 1901 Marbelle Linoflor

Code Word: MLHBE

Design—Highly practical are the colorings in this pattern for floor areas that are exposed to considerable tracked-in dust. Due to the skillfully intermixed tones of Venetian red, black, and gold—again in an allover marble effect—this floor requires very little attention to keep it neat-looking between cleaning periods. **Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, clubhouses, barber shops.

Suggested Color Scheme for Bathroom

Border.....No. 27
Cove and Base..Flash Type, No. 27
Wall.....Painted canary yellow
Curtain.....Black and white cross-barred organdy
Trim.....Yellow-black accent

Suggested Color Scheme for Recreation Room

Border.....No. 41
Wall.....Painted two gray, one gray-green, and one white
Cove and Base..Flash Type, No. 41
Curtain.....Unglazed chintz in green, black, orange, white

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 1902 Marbelle Linoflor

Code Word: MLHCO

Design—With blue, gold, and white always a popular color combination, this new rendering of these colors in a handsome allover marble effect is almost certain to win new friends for the Marbelle-type floor in residences. The cheerfulness of this light pastel Marbelle coloring suggests many uses for it in the average home. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, barber shops, dress shops, and tourist cabins.

Suggested Color Scheme for Kitchen

Border	No. 29	Trim	Cream
Wall	Blue and cream plaid paper	Curtain	Blue marquisette with white dots

Suggested Color Scheme for Dress Shops

Border	No. 30	Trim	Cream
Wall	Painted flat-tone delft blue	Curtain	Cream glazed chintz with delft blue floral design

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 1903 Marbelle Linoflor

Code Word: MLHIL

Design—This is an allover marbleized pattern that may readily be adapted to a wide variety of room color schemes. The subtly blended tones of green, red, and gold will be found to pick up the dominant note of many interiors, thus making this pattern broadly useful for residential areas as well as for stores or offices. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, exhibits, candy stores, and barber shops.

Suggested Color Scheme for Restaurant

Border	No. 46	Wall	Paper, orange plaid
Linostrips	No. 41	Curtain	Glazed chintz, orange and cream design
Cove and Base	Flash Type, No. 46	Upholstery	Orange
Trim	Cream		

Suggested Color Scheme for Bathroom

Border	No. 42	Upper Wall	Green paper
Linostrips	No. 45	Curtain	Printed voile, yellow, orange and green dots
Linowall, Full or Dado	No. 706		
Cove and Base	Flash Type, No. 42	Trim	Buff

(Plate shows approx. 1/4 scale) (2 yards wide only)

No. 1904 Marbelle Linoflor

Code Word: MLHUB

Design—This light pastel shade in the new Marbelle Linoflor line is enhanced with well-blended veinings of old gold and rose beige as well as with occasional flecks of gray and black marbling.

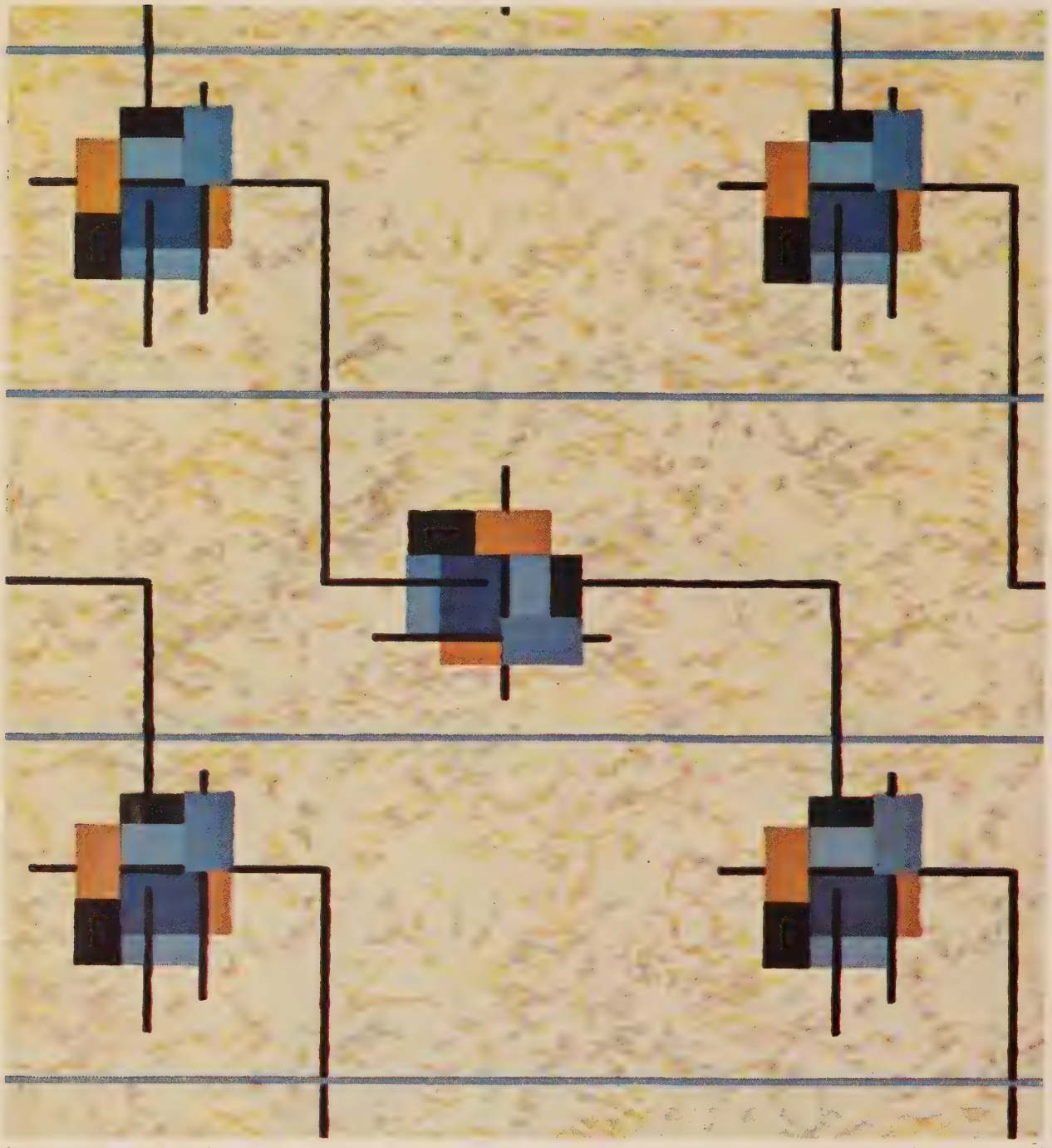
Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, barber shops.

Suggested Color Scheme for Breakfast Room

Border.....No. 46
Wall.....Yellow paper with white lattice design
Trim.....White
Curtain.....Brown chintz with floral design

Suggested Color Scheme for Sun Porch

Border.....No. 21
Wall.....Green plastic paper
Wood Trim.....Cream gray
Upholstery.....Dark green
Curtain.....Textured drapery in green and gold



ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 7500 Printed Linoflor

Code Words: 2 yards...PLADX, 4 yards...PLAQD

Design—Derived from a popular pattern in Straight Line Inlaid Linoleum, this pattern consists of a warm ivory field coloring with accents in tones of blue and brown. Because it is one of the overshot interliner effects on a fairly open ground, this bright, cheerful design is equally appropriate for use in large rooms or small. **Where to Use**—Kitchens, baths, dining-rooms, sun porches, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, barber shops, tourist cabins, restaurants.

Suggested Color Scheme for Dining-room

Border	No. 30	Upper Wall	Blue and silver paper
Linostrips	No. 43	Trim	Aluminum and blue
Linowall, Dado	No. 732	Curtain	Powder blue silk
Cove and Base	Flash Type, No. 30	Upholstery	Blue

Suggested Color Scheme for Breakfast Room

Border	No. 27	Upper Wall	Blue paper
Linostrips	No. 29	Trim	Blue and black
Linowall, Full or Dado	No. 737	Curtain	Blue and white
Cove and Base	Flash Type, No. 27	Upholstery	Black

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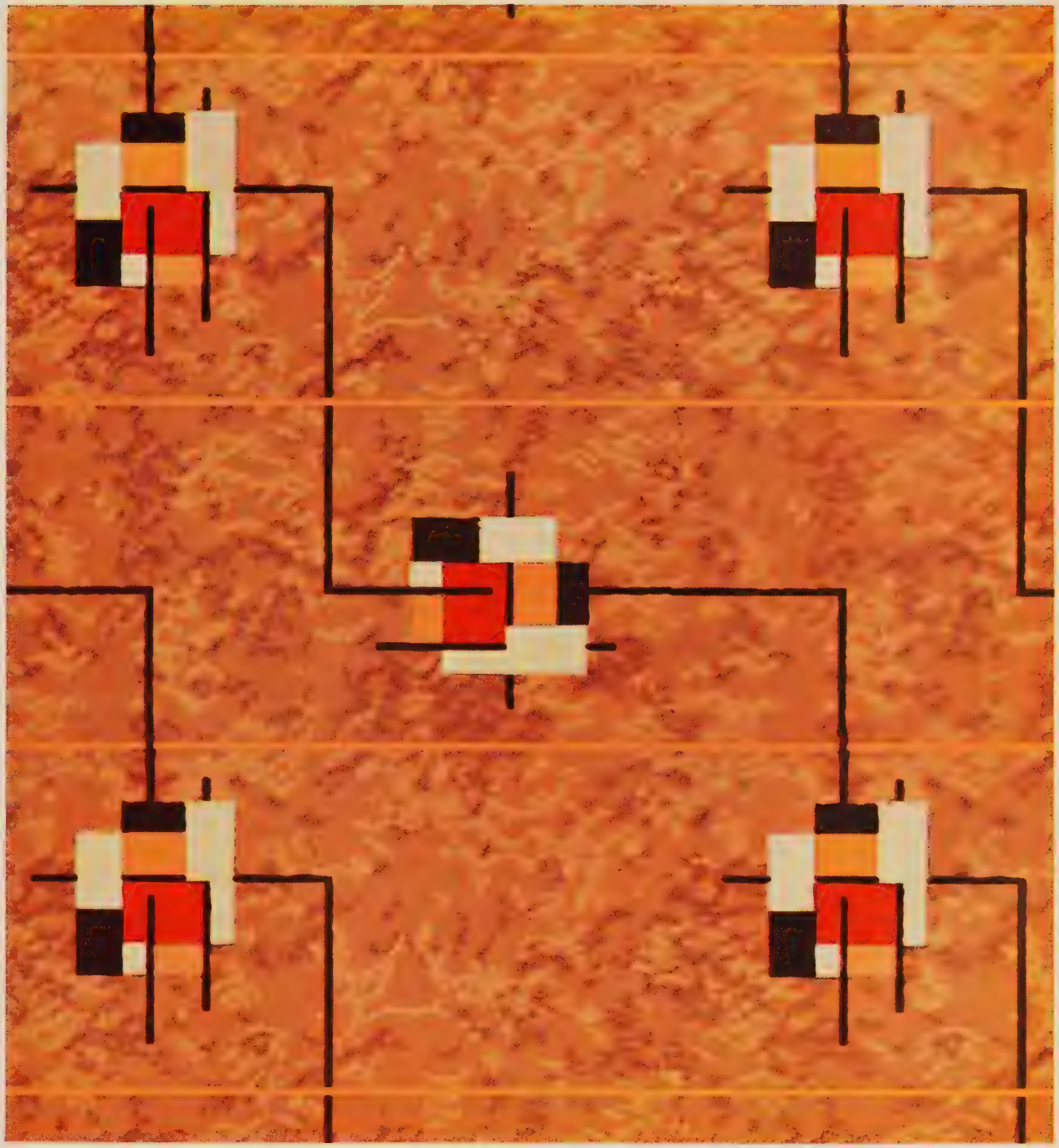

(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 7501 Printed Linoflor

Code Words: 2 yards...PLAEW, 4 yards...PLARE

Design—Here is a highly practical tan coloring of a pattern with directional lines. Overlapped accent blocks and overshot interliners of gold, scarlet, white, and burnt umber add a bright note.

Where to Use—Kitchens, baths, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, offices, showrooms, restaurants, barber shops, tourist cabins, tea rooms.

Suggested Color Scheme for Sun Porch

Border	No. 27	Curtain	Natural organdy
Cove and Base	Flash Type, No. 27	Drapery	Modern design chintz in London tan
Wall	Painted buff	Upholstery	Buff and black
Trim	Buff		

Suggested Color Scheme for Office

Border	No. 27	Trim	Taupe
Cove and Base	Flash Type, No. 27	Curtain	Blocked linen in taupe, London tan, and brown
Wall	Paper in taupe plaster effect	Upholstery	London tan leather

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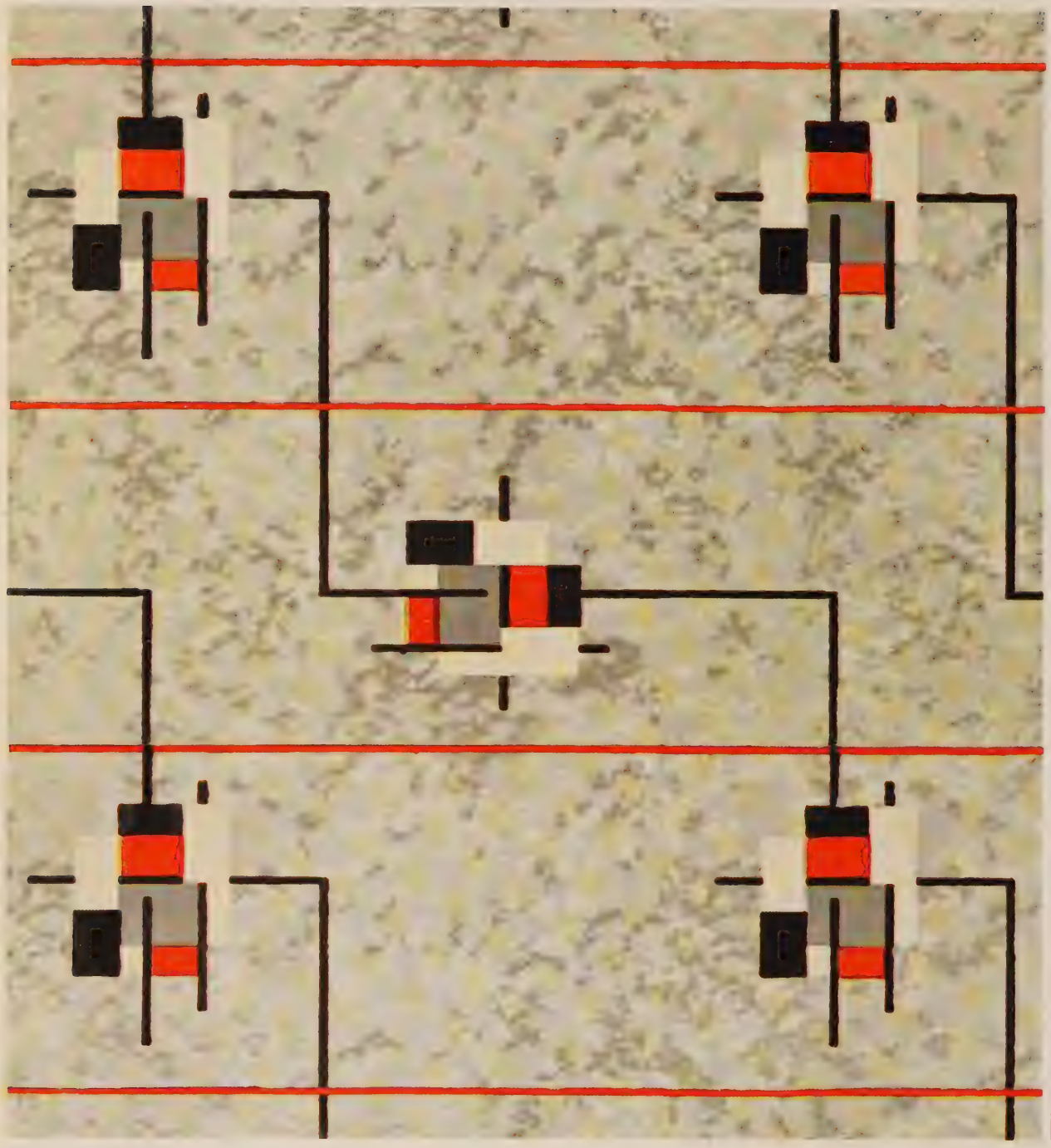

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 and 4 yards wide)

No. 7502 Printed Linoflor

Code Words: 2 yards...PLAFV, 4 yards...PLASC

Design—In this interesting development of the ever-popular gray-black-and-red color combination, overshot interliners and multiple accent blocks produce a distinctly modernistic effect that should be welcome where the new streamlined kitchen equipment is used.

Where to Use—Kitchens, baths, dining-rooms, sun porches, studies, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, offices, showrooms, restaurants, exhibits, barber shops, tourist cabins, coffee shops, tea rooms, and candy shops.

Suggested Color Scheme for Coffee Shop

Border.....No. 27
Linostrips.....No. 26
Linowall, Dado.....No. 703
Cove and Base..Flash Type, No. 27
Trim.....White, red, black
Upper Wall...Ship design paper in red, white, gray, and black
Curtain.....Off-white chintz, red border
Upholstery.....Red leather

Suggested Color Scheme for Tea Room

Border.....No. 27
Linostrips.....Nos. 40 and 24
Linowall, Dado.....No. 732
Cove and Base..Flash Type, No. 27
Trim.....Gray and black
Upper Wall...Modern design paper in white, black, gray, red
Curtain.....Rayon satin in gray pebble weave
Upholstery.....Gray

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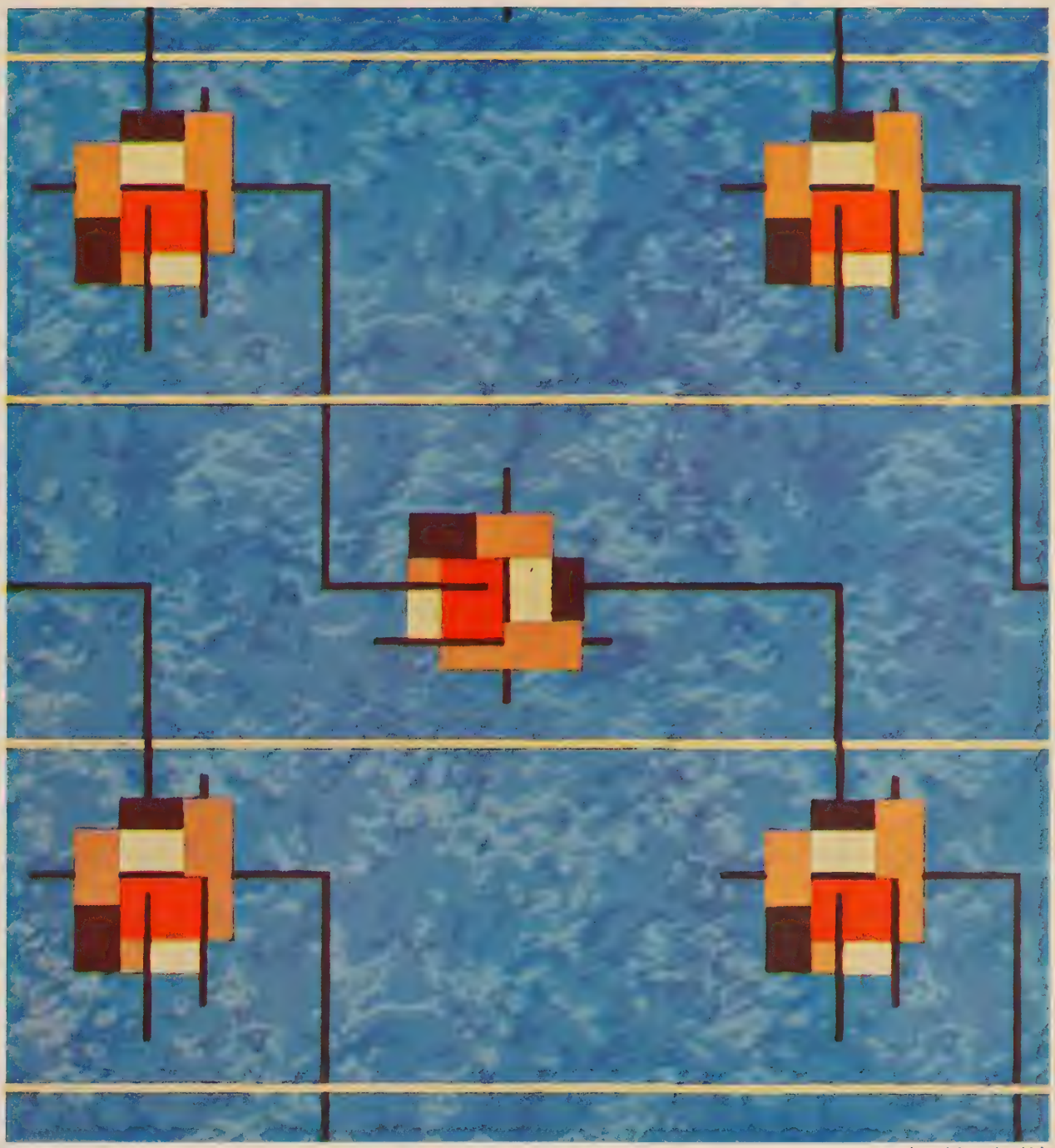
ARMSTRONG'S



(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 7503 Printed Linoflor

Code Words: 2 yards...PLAGU, 4 yards...PLATG

Design—Against a background of royal blue Mellow Tone Marble, the primary overlay tracery in black, tan, and scarlet has a definite swing to the diagonal. Secondary cross lines are in ivory.

Where to Use—Kitchens, baths, sun porches, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, exhibits, barber shops, tourist cabins, sandwich shops.

Suggested Color Scheme for Nursery

Border	No. 29	Trim	Blue, orange, black
Linostrips	No. 41	Curtain	Nursery chintz in Swedish design and peasant colors
Linowall, Dado	No. 731	Upholstery	Beige
Cove and Base	Flash Type, No. 29	Rug	Beige
Upper Wall	Blue paint		

Suggested Color Scheme for Sandwich Shop

Border	No. 29	Upper Wall	Modern paper in gold, orange, and blue
Linostrips	No. 45	Upholstery	Blue, black, or orange
Linowall, Dado	No. 735	Curtain	Blue revolite
Cove and Base	Flash Type, No. 29		
Trim	Pine and orange		

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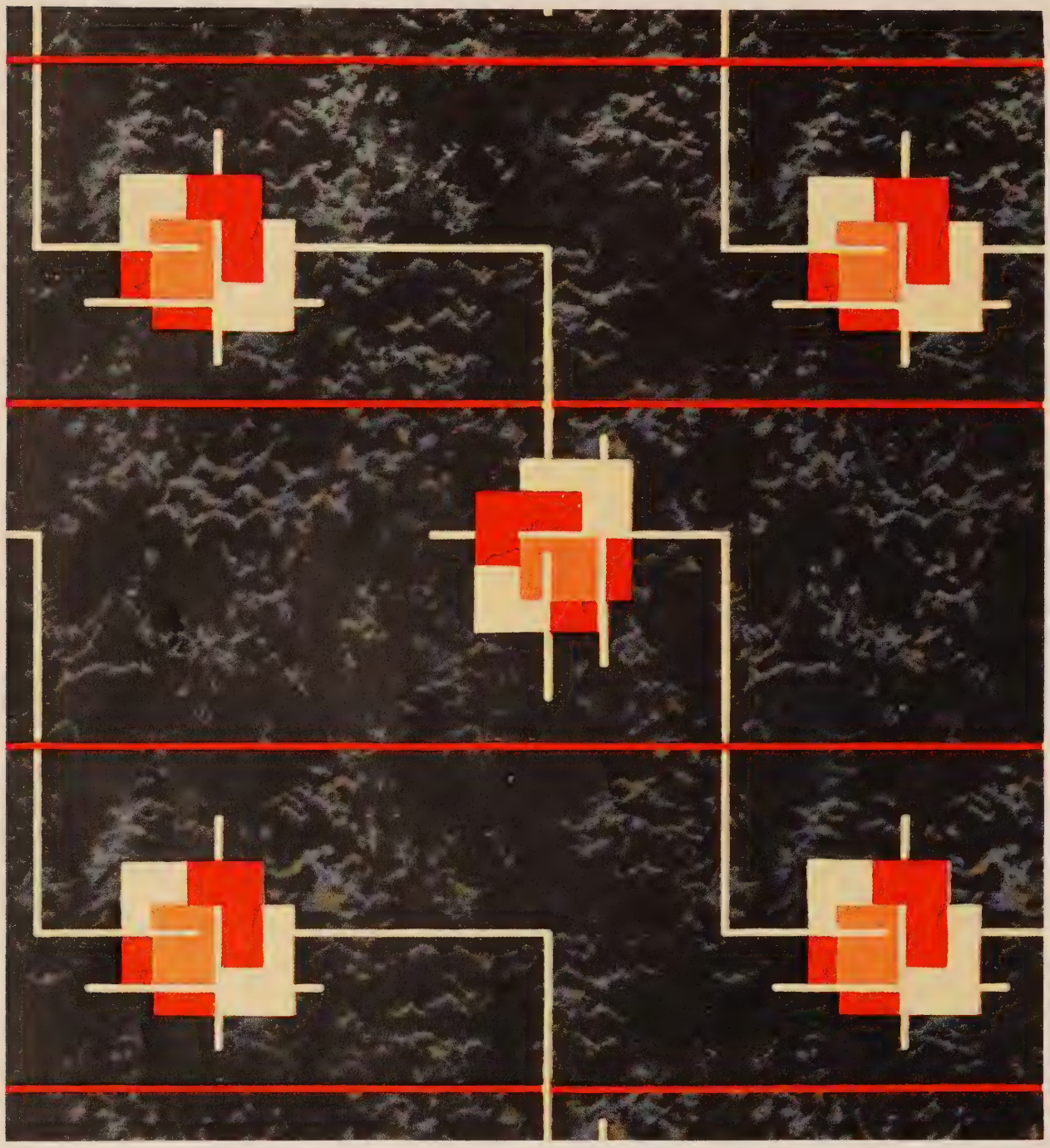

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 7504 Printed Linoflor

Code Words: 2 yards...PLAHT, 4 yards...PLBAK

Design—The rich black Mellow Tone Marble background gives this pattern an extra-smart appeal. The overlay tracery is in scarlet, white, and orange, with secondary cross lines in scarlet.

Where to Use—Kitchens, baths, dining-rooms, sun porches, recreation rooms, breakfast rooms, small stores, beauty parlors, offices, restaurants, exhibits, barber shops, tourist cabins.

Suggested Color Scheme for Tourist Cabin

Border.....No. 27
Linostrips.....No. 39
Linowall, Dado.....No. 737
Cove and Base.....Flash Type, No. 27
Trim.....Ivory—Chinese red
Upper Wall.....Ivory white paint
Curtain..Net glass curtain, Chinese design chintz draperies in black, red, green, beige

Suggested Color Scheme for Tea Room

Border.....No. 27
Linostrips.....No. 23
Linowall, Dado.....No. 703
Cove and Base..Flash Type, No. 27
Trim.....Black
Upper Wall.....Oriental design paper—red background
Curtain...Natural colored organdy or cotton damask
Upholstery.....Red leather

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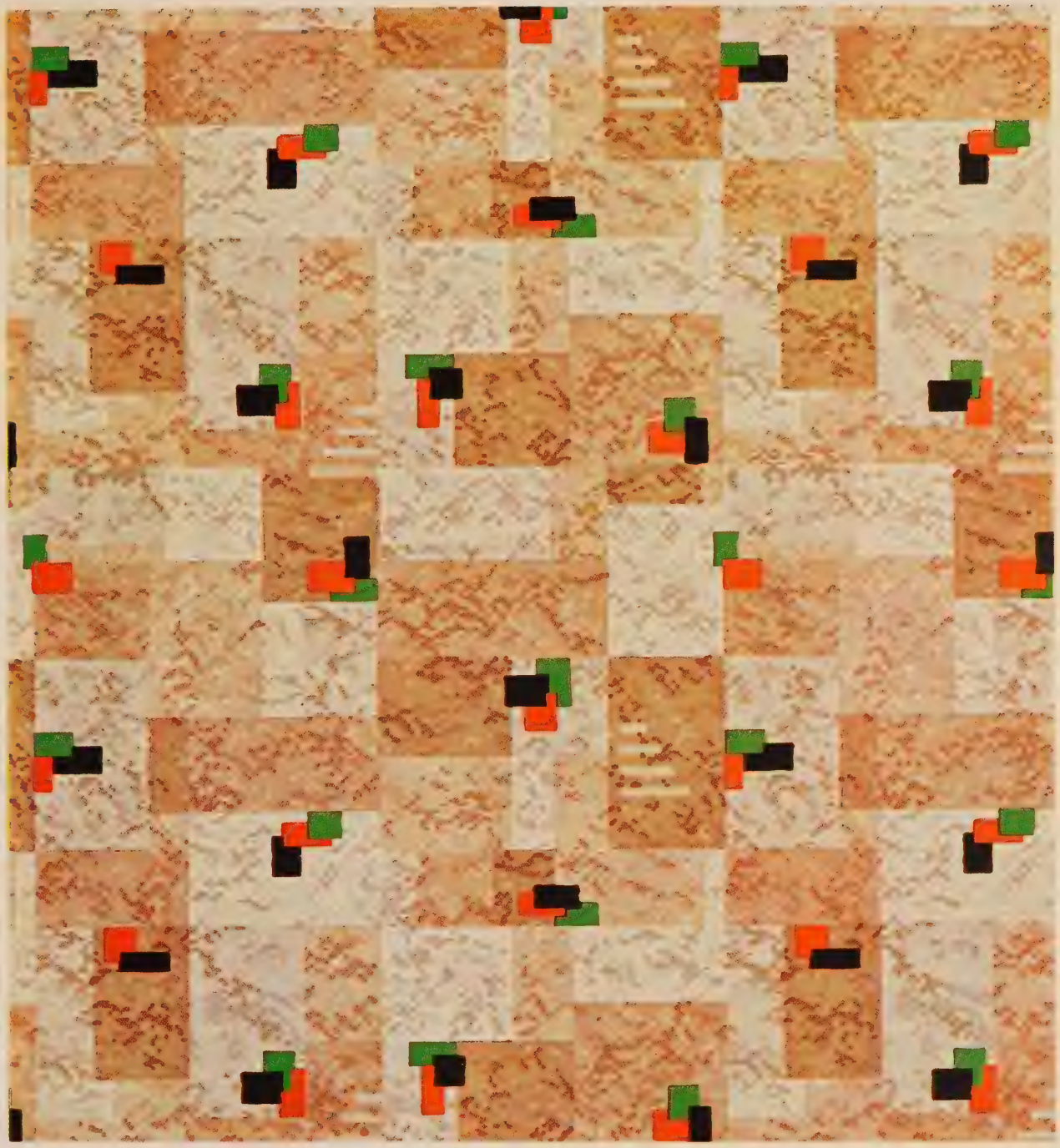

(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 7510 Printed Linoflor

Code Words: 2 yards...PLCND, 4 yards...PLCOE

Design—Here is a pattern which gives any woman the opportunity to exercise her talent for decoration. The green and red accent colors may be duplicated in a variety of treatments.

Where to Use—Kitchens, bathrooms, bedrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, clubhouses, tourist cabins, dress shops, book stores, tea rooms.

Suggested Color Scheme for Breakfast Room

Cove and Base	Wood painted Killarney green	Wall	White paper with red and green design
Trim	Killarney green	Curtain	Green oiled silk

Suggested Color Scheme for Bedroom

Cove and Base	Wood painted old ivory	Wall	Ivory paper with flowers in many colors
Trim	Old ivory	Curtain	Pale green dotted swiss

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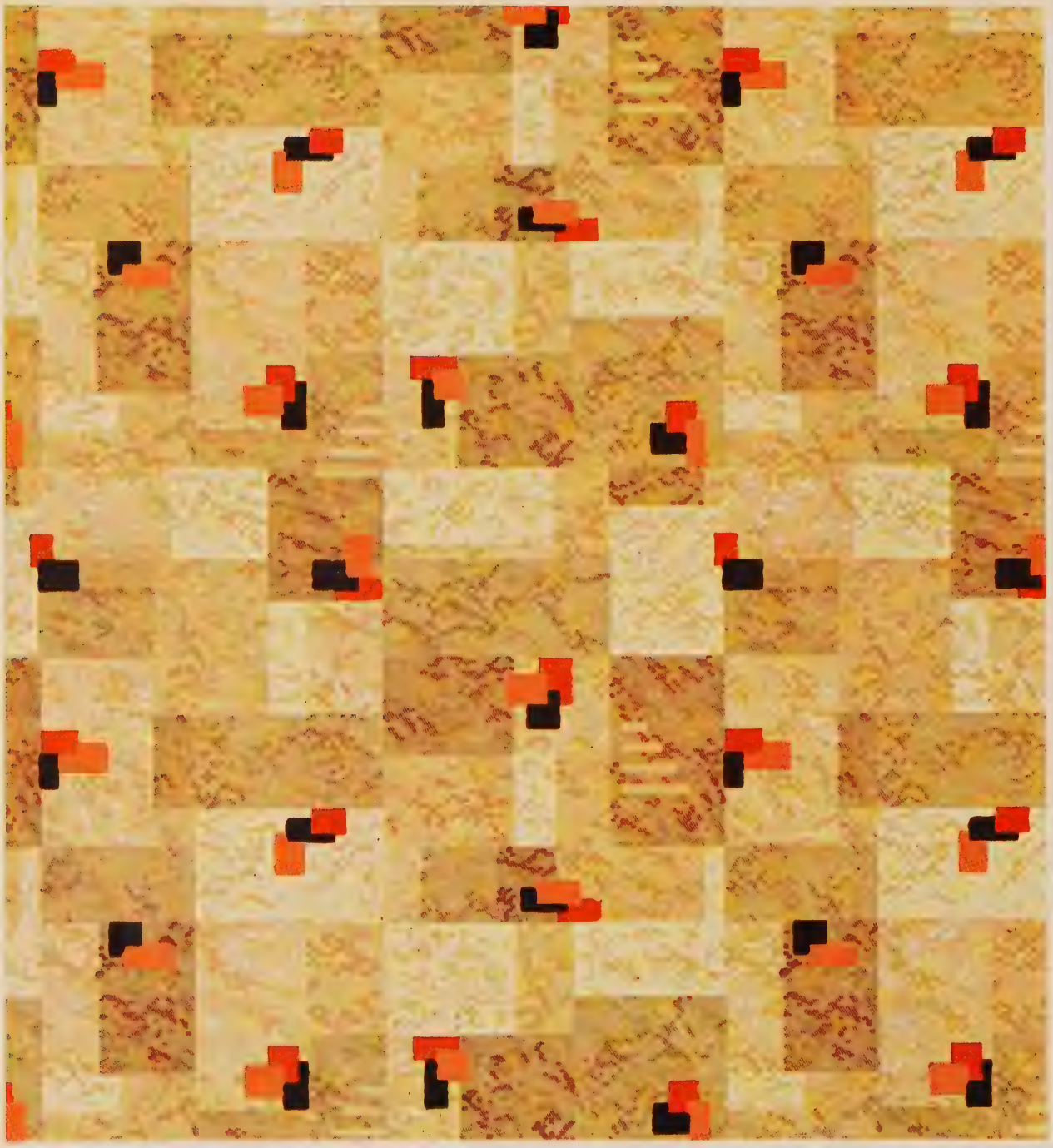

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 and 4 yards wide)

No. 7511 Printed Linoflor

Code Words: 2 yards...PLCPF, 4 yards...PLCRH

Design—The Venetian red, orange, and black accents in miniature against a background of tan and ivory, make this pattern a smart setting for rooms in many modern homes today.

Where to Use—Kitchens, bathrooms, bedrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, club houses, tourist cabins, shoe stores, gift shops, tea rooms.

Suggested Color Scheme for Sun Porch

Cove and Base . . . . . Wood painted old ivory
Wall . . . . . Painted dark brown
Trim . . . . . Old ivory
Curtain . . . . . Red, ivory, and brown glazed chintz
Upholstery . . . . . Ivory

Suggested Color Scheme for Bedroom

Cove and Base . . . . . Wood painted buff
Wall . . . . . Paper—ivory with brown dots
Curtain . . . . . Buff celanese striped voile
Trim . . . . . Buff

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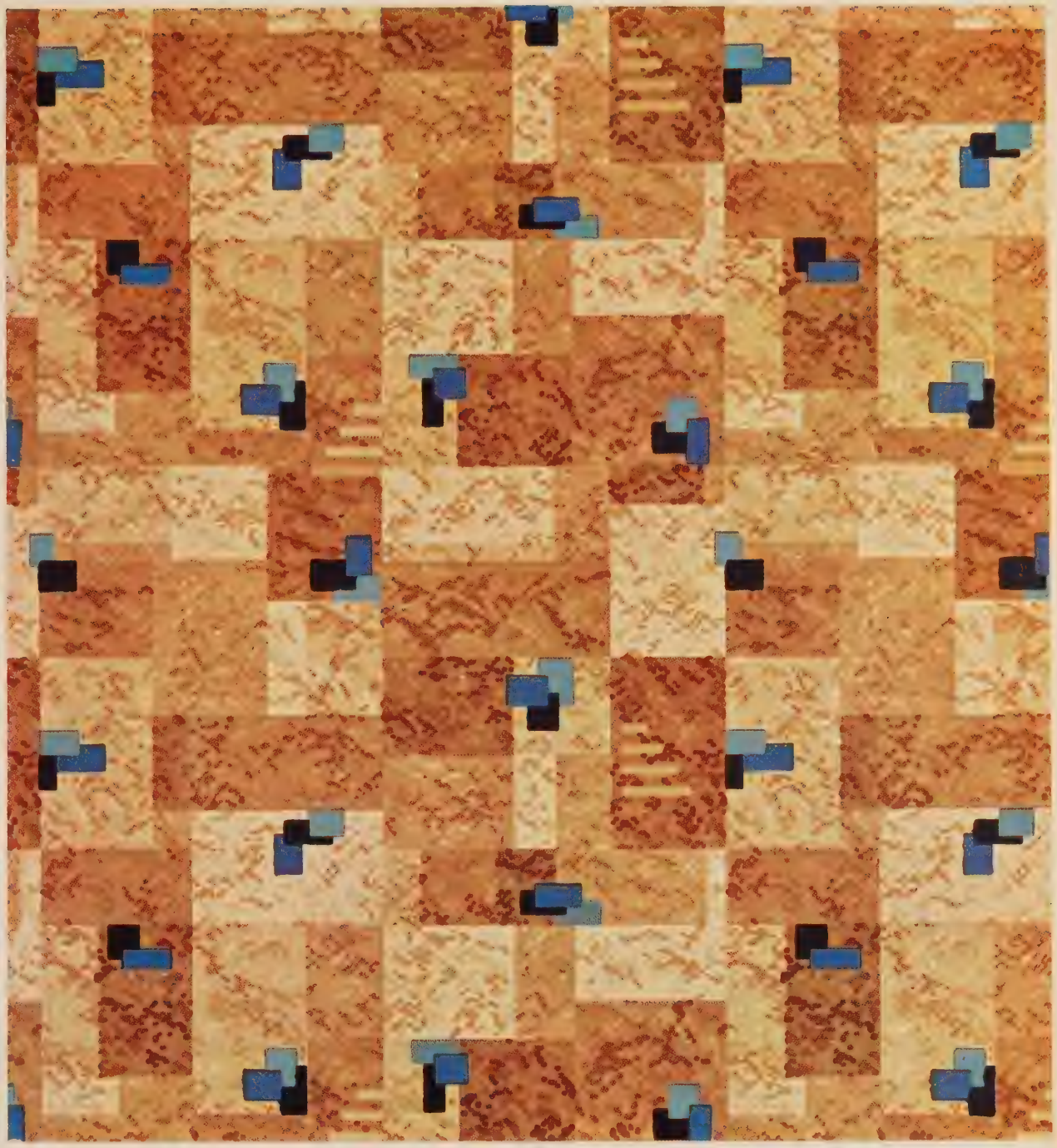

(Plate shows approx. 1/4 scale) (2 and 4 yards wide)

No. 7512 Printed Linoflor

Code Words: 2 yards...PLCSI, 4 yards...PLCWM

Design—This pattern, with its blue tones over a background of taupe, is especially suitable for gay, distinctive rooms. It is particularly recommended to moderns who like colorful furnishings.

Where to Use—Kitchens, bathrooms, bedrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, clubhouses, tourist cabins, tea rooms, coffee shops, book stores.

Suggested Color Scheme for Bedroom

Cove and Base	Wood painted taupe	Wall	Blue paper with ivory figures
Trim	Taupe	Curtain	Ivory voile

Suggested Color Scheme for Nursery

Cove and Base	Wood painted canary yellow	Wall	Pale yellow with sailors in blue
Trim	Canary yellow	Curtain	Blue dotted swiss

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ARMSTRONG'S LINOFLOR WITH SAFETY-BACK CAN BE PASTED TO SUBFLOORS WITHOUT THE USE OF LINING FELT

As a feature promoting popular acceptance, the importance of the fact that Armstrong's Linoflor can be pasted direct to wood or concrete subfloors without lining felt cannot be overestimated.

Appealing to the person who is willing to pay more than is required for printed felt-base materials, and who would be a natural prospect for a pasted linoleum floor if cost were not the main consideration, Linoflor becomes a still more satisfactory solution to the floor problem, now that installation by pasting makes it even more like a linoleum floor in appearance.

REMOVAL IS EASY

Furthermore, the recent introduction of Armstrong's exclusive feature—Safety-Back—on this material makes it highly desirable for pasted installations, because the difficulty of removing it from the subfloor has been entirely eliminated.

In other words, the user may have Linoflor installed with the assurance that the floor will be neater and more sanitary than ever before, and at the same time readily removable in case it is desirable to replace it with a newer pattern a few years hence.

Armstrong's perfection of a special felt backing for Linoflor that would permit direct pasting is one of the most important recent developments in flooring.

More than two years of intensive research were devoted to this single phase of Armstrong's Quality Improvement Program—the problem being to produce a felt backing with shearing qualities that would enable it to perform the functions of a supplementary layer of lining felt, so that Linoflor could be pasted without requiring extra expense for lining felt to take up the expansion and contraction of subfloors.

RANGE OF USEFULNESS INCREASED

In view of the excellent reception that was given this development, it was only natural that the additional advantage of Safety-Back should be incorporated as soon as possible. Today, possessing both these important features, Linoflor's appeal as a modestly priced flooring of excellent appearance and good durability is vastly increased. Not only in homes, but in hundreds of types of commercial establishments, Linoflor is sure to find a ready welcome because it provides a pasted but readily removable linoleum-like flooring at the lowest possible cost.

Like Inlaid Linoflor, Marbelle and Printed Linoflor also are supplied with the Safety-Back, so that they may be installed by pasting without felt.

Where pasted installations are made, the method is the same as for pasted linoleum floors without felt.

ALL TYPES OF LINOFLOR ARE QUICKLY AND EASILY INSTALLED BY PASTING

Wood subfloors over which Linoflor is to be pasted should be made smooth and level, with loose boards renailed.

When the unpainted wood subfloor has been swept clean, linoleum paste is spread with a saw-toothed rubber spreader.

ARMSTRONG'S

"SWEDISH MODERN," TODAY'S LATEST STYLE TREND, IS NOW FOUND IN NEW LINE OF ARMSTRONG'S QUAKER RUGS

The most important style note today is the celebrated "Swedish modern." Its influence has been felt in designs of furniture and other home furnishing articles and materials. Note how its bright eye-compelling green, red, and yellow colors and appealing functional design motif have been worked into the pattern of the new Quaker Rug, No. 4737, shown above. The rug actually gives the kitchen above a gay, rich, and distinctive appearance. Although the design and colorings of this rug are unusually attractive, the fact that it can be easily cleaned is an equally important point to many women looking for ways to lighten household tasks. The combination of practicability, good looks and design will appeal to many women.

KENT FLOORCOVERING

EXCLUSIVE SAFETY-BACK AND FLOORS OF FEWER SEAMS FEATURE ARMSTRONG'S FELT-BASE PRODUCTS

ARMSTRONG'S Felt-Base Rugs and Floor Covering today offer many exclusive advantages. Both the Quaker and Standard grades include rugs that are larger than the conventional 9 x 12-foot standard size, and the extra-wide 12-foot width in floor covering makes possible wall-to-wall installations with fewer seams and without matching waste. Quaker Floor Covering is offered with the new Safety-Back feature, which permits pasting this felt-base floor covering direct to the floor and removing it easily at any time without tearing the material or splintering the floor.

LARGER RUGS

The trend today in home furnishing is toward rugs that almost completely cover an entire room area. This has developed not only because of the dictates of taste, but also because the size of residential rooms has increased. For years, large rooms have been common in farmhouses and in city homes in certain sections. But today, the trend to larger rooms is country-wide. Studies made within recent months indicate that the size of all rooms except baths in both houses and apartments averages 12′9″ x 16′. Place a 9 x 12-foot rug in such a room and you have nearly a two-foot margin of bare floor around it, while a 12 x 15-foot rug fits the room within a few inches of the walls. Rugs of larger proportions give the impression of greater area and more luxury to the room itself.

To meet the demand for larger-sized rugs, Armstrong installed special exclusive equipment for the manufacture of bigger, easy-to-clean Quaker Rugs. Now they can be obtained in two new sizes—12 x 12 and 12 x 15 feet. These larger rugs, which are made only by Armstrong, fit into average size rooms much more attractively and cut down floor upkeep as well. Prices on the larger-sized rugs are quite reasonable. The extra cost per square yard for a 12 by 15-foot Quaker Rug over that for a 9 x 12-foot rug is only a few cents and the advantages of the large rug far outweigh the slight difference in price.

EXTRA-WIDE FLOOR COVERING

Every homemaker knows that the fewer the number of seams in a felt-base floor the fewer edges there will be to come loose under traffic and to catch dirt.

Both Quaker and Standard Floor Covering are now available in the full four-yard width. Merchants and consumers alike appreciate this new feature because it means that floors may be covered in a more workmanlike manner. In many cases the greater width permits seamless one-piece installations on floors which formerly would have required two strips of material. The elimination of matching waste is another advantage of Quaker and Standard Floor Covering in creating seamless floors. Frequently, a one-piece floor can be made to cover two adjoining rooms without a seam, by using 12-foot-wide floor covering.

SAFETY-BACK

Consumers and merchants will also welcome the news of another new exclusive Armstrong feature—Safety-Back on Quaker Floor Covering. This new backing, as pointed out above, makes it possible to paste felt-base floor covering direct to wood floors and to remove it at any time without tearing the goods or damaging the subfloor. When felt-base is pasted down, loose edges and overlapped seams are eliminated and a better installation is obtained. With ordinary felt-base, pasting direct to wood floors with all its advantages, is highly impractical because the goods will not come loose without great difficulty when the time comes for removal. Quaker Floor Covering with Safety-Back now eliminates that problem and permits the material to be pasted down and easily removed later. Safety-Back also makes it unnecessary for the mechanic to return to the job to retrim the goods. Safety-Back on Quaker Floor Covering may be identified by its mottled red coloring.

SOME DEFINITIONS

Occasionally, some persons become confused between linoleum and felt-base. The following brief definitions may be of assistance to them in making clear the difference between linoleum and felt-base.

Linoleum is a mixture of oxidized linseed oil, finely ground cork, resins, fillers, and color pigments pressed on a burlap backing. In Inlaid linoleum, the colors run all the way through to the burlap backing. In Printed linoleum, the colors are printed on a plain linoleum surface with high gloss paints, but the backing is also burlap. Felt-base floor covering may be easily distinguished from Printed linoleum because its backing is not burlap but a special type of flooring felt made from selected rag fibres.

EXTRA CARE IN MANUFACTURE

Although Armstrong's Felt-Base goods are less expensive than Armstrong's Linoleum, the same conscientious care goes into the making of felt-base as into linoleum. Raw materials are the best obtainable. Chemists test these ingredients daily. If any material falls below Armstrong's rigid standards, it is rejected. Armstrong workmen know their jobs, and have had years of experience making felt-base. They take pride in their work, and that pride is reflected in the quality products sold under the Quaker and Standard labels.

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLORICULTURE

No. 4567 Armstrong's Quaker Rug

3′ x 9′	QREEI	7½′ x 9′	QRUGS	9′ x 15′	QRLCY
3′ x 12′	QREFJ	9′ x 9′	QRLBZ	12′ x 12′	QREGL
6′ x 9′	QRUFU	9′ x 10½′	QRUHR	12′ x 15′	QREHK
		9′ x 12′	QRUIC		

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORSPERING

No. 4595 Armstrong's Quaker Rug

6′ x 9′.....QRJEZ 7½′ x 9′.....QRJUJ 9′ x 12′.....QRKIK
9′ x 10½′.....QRKAM

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4606 Armstrong's Quaker Rug

3′ x 9′	QREIF	7½′ x 9′	QRHOU	9′ x 15′	QRHPU
3′ x 12′	QREJE	9′ x 9′	QRHOY	12′ x 12′	QREKD
6′ x 9′	QRHOR	9′ x 10½′	QRHPA	12′ x 15′	QRELC
		9′ x 12′	QRHPI		

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4635 Armstrong's Quaker Rug

3′ x 9′	QREMT	7½′ x 9′	QRAUC	9′ x 15′	QRFLK
3′ x 12′	QRENU	9′ x 10½′	QRAVA	12′ x 12′	QREOV
6′ x 9′	QRATH	9′ x 12′	QRAWO	12′ x 15′	QREPW

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOOR COVERING

No. 4636 Armstrong's Quaker Rug

3′ x 9′	QREQX	7½′ x 9′	QRAYV	9′ x 15′	QRDES
3′ x 12′	QRERY	9′ x 9′	QRAZI	12′ x 12′	QRESZ
6′ x 9′	QRAXE	9′ x 10½′	QRBIG	12′ x 15′	QRETM
		9′ x 12′	QRBYD		

ARMSTRONG'S

(Plate shows approx. 1 6 scale)

KENT FLOOR VERLIG

No. 4665 Armstrong's Quaker Rug

3′ x 9′ ..... QREUN	7½′ x 9′ ..... QRJBO	9′ x 15′ ..... QRJOF
3′ x 12′ ..... QREVO	9′ x 9′ ..... QRJCL	12′ x 12′ QREWP
6′ x 9′ ..... QRJAM	9′ x 10½′ ..... QRJMD	12′ x 15′ .. QREXQ
	9′ x 12′ ..... QRJNE	

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT PROOFING

No. 4667 Armstrong's Quaker Rug

3′ x 9′	QREYR	7½′ x 9′	QROMB	9′ x 15′	QROVA
3′ x 12′	QREZS	9′ x 9′	QRONC	12′ x 12′	QRGBQ
6′ x 9′	QROGE	9′ x 10½′	QRORU	12′ x 15′	QRGCR
		9′ x 12′	QROTE		

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

No. 4658 Armstrong's Quaker Rug

3′ x 9′	QRGDS	7½′ x 9′	QRTBI	9′ x 12′	QRTFE
6′ x 9′	QRTAE	9′ x 9′	QRTCU	9′ x 15′	QRTGI
		9′ x 10½′	QRTDA		

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4669 Armstrong's Quaker Rug

3′ x 9′ . . . . . QRGHW	7½′ x 9′ . . . . . QRVBI	9′ x 10½′ . . . . . QRVCO
6′ x 9′ . . . . . QRVAL		9′ x 12′ . . . . . QRVDU

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

No. 4675 Armstrong's Quaker Rug

3′ x 9′	QRGJX	7½′ x 9′	QRFCO	9′ x 15′	QRCDR
3′ x 12′	QRGKO	9′ x 9′	QRFED	12′ x 12′	QRCES
6′ x 9′	QRFBY	9′ x 10½′	QRCBP	12′ x 15′	QRCFT
		9′ x 12′	QRCCQ		

(Plate shows approx. 1/6 scale)

No. 4683 Armstrong's Quaker Rug

KERR FLOORCOVERING

3′ x 9′ ..... QRGLN	7½′ x 9′ ..... QRFOV	9′ x 15′ ..... QRCPD
3′ x 12′ ..... QRGMK	9′ x 9′ ..... QRFPF	12′ x 12′ ..... QRCQE
6′ x 9′ ..... QRFKA	9′ x 10½′ ..... QRCMA	12′ x 15′ ..... QRCRF
	9′ x 12′ ..... QRCNB	

DISCONTINUED

(Plate shows approx. 1/6 scale)

No. 4695 Armstrong's Quaker Rug

3′ x 9′ ..... QRACD	7½′ x 9′ ..... QRAIJ	9′ x 15′ ..... QRAMN
3′ x 12′ ..... QRAEF	9′ x 9′ ..... QRAJK	12′ x 12′ ..... QRAOP
6′ x 9′ ..... QRAFG	9′ x 10½′ ..... QRAKL	12′ x 15′ ..... QRAPQ
	9′ x 12′ ..... QRALM	

(Plate shows approx. 1/6 scale)

KENT FLOORSVERING

No. 4696 Armstrong's Quaker Rug

3′ x 9′	QRARS	7½′ x 9′	QRBCP	9′ x 12′	QRBEQ
3′ x 12′	QRAST	9′ x 10½′	QRBDR	12′ x 12′	QRBFS
6′ x 9′	QRBBN			12′ x 15′	QRBGT

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOOR COVERING

No. 4715 Armstrong's Quaker Rug

3′ x 9′	QRBJV	7½′ x 9′	QRBMY	9′ x 12′	QRBOZ
3′ x 12′	QRBKW	9′ x 10½′	QRBNL	12′ x 12′	QRBPK
6′ x 9′	QRBLX			12′ x 15′	QRBRH

[See pages 264 and 265 for Map Rug No. 4705.]

DISCONTINUED

(Plate shows approx. 1/6 scale)

KENT RECOVERING

No. 4716 Armstrong's Quaker Rug

3′ x 9′.....QRBSI	7½′ x 9′.....QRBVC	9′ x 12′.....QRBXA
3′ x 12′.....QRBTF	9′ x 10½′.....QRBWB	12′ x 12′.....QRBZM
6′ x 9′.....QRBUE		12′ x 15′.....QRDDZ

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOOR COVERINGS

No. 4717 Armstrong's Quaker Rug

3′ x 9′	QRDFX	7½′ x 9′	QRDJR	9′ x 12′	QRDMK
3′ x 12′	QRDGW	9′ x 10½′	QRDLP	12′ x 12′	QRDNJ
6′ x 9′	QRDHU			12′ x 15′	QRDPL

DISCONTINUED

(Plate shows approx. 1/6 scale)

No. 4718 Armstrong's Quaker Rug

KENT FLOORCOVERING

3′ x 9′.....QRDSN	7½′ x 9′.....QRDWE	9′ x 15′.....QREBG
3′ x 12′.....QRDTI	9′ x 9′.....QRDXD	12′ x 12′.....QRECA
6′ x 9′.....QRDVH	9′ x 10½′.....QRDYB	12′ x 15′.....QREDH
	9′ x 12′.....QREAB	

DISCONTINUED

(Plate shows approx. 1/8 scale)

KENT FLOOR COVERING

No. 4705 Armstrong's Quaker Rug

6′ x 9′.....QRBHU

(Plate shows approx. 1/8 scale)

KENT FLOORCOVERING

No. 4705 Armstrong's Quaker Rug

6′ x 9′.....QRBHU

HANDSOME DESIGNS AND RICH COLORS IN QUAKER RUGS MAKE THEM FIT COMPANIONS FOR GOOD FURNISHINGS

New designs of even greater dignity and beauty, combined with warm, delicately blended colors, mark Armstrong's Quaker Rugs as eminently suitable for bedrooms, nurseries, studies, and many other rooms in the house, as well as for kitchens.

For bedrooms particularly, Quaker Rugs offer many advantages. Their smooth surface makes dust and lint removal merely a matter of effortless dry-mopping.

In the pleasant bedroom shown above, the floor is covered with Quaker Rug No. 4725—a handsome fern leaf motif in taupe colorings with brilliant flowers. This rug has the new, exclusive graduated border. That is, the main design of this stylish and pleasing rug is printed in darker colors to form its own border.

(Plate shows approx. 1/6 scale)

No. 4725 Armstrong's Quaker Rug

KENT FLOORCOVERING

3′ x 9′.....QRGNJ	7½′ x 9′.....QRGQH	9′ x 12′.....QRGSF
3′ x 12′.....QRGOM	9′ x 10½′.....QRGRG	12′ x 12′.....QRGTE
6′ x 9′.....QRGPI		12′ x 15′.....QRGVD

9x9
9x15

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING
KENT FLOORCOVERING

No. 4726 Armstrong's Quaker Rug

3′ x 9′	QRGXC	7½′ x 9′	QRICF	9′ x 12′	QRIJG
3′ x 12′	QRGYB	9′ x 10½′	QRIGY	12′ x 12′	QRIMH
6′ x 9′	QRIAC			12′ x 15′	QRINJ

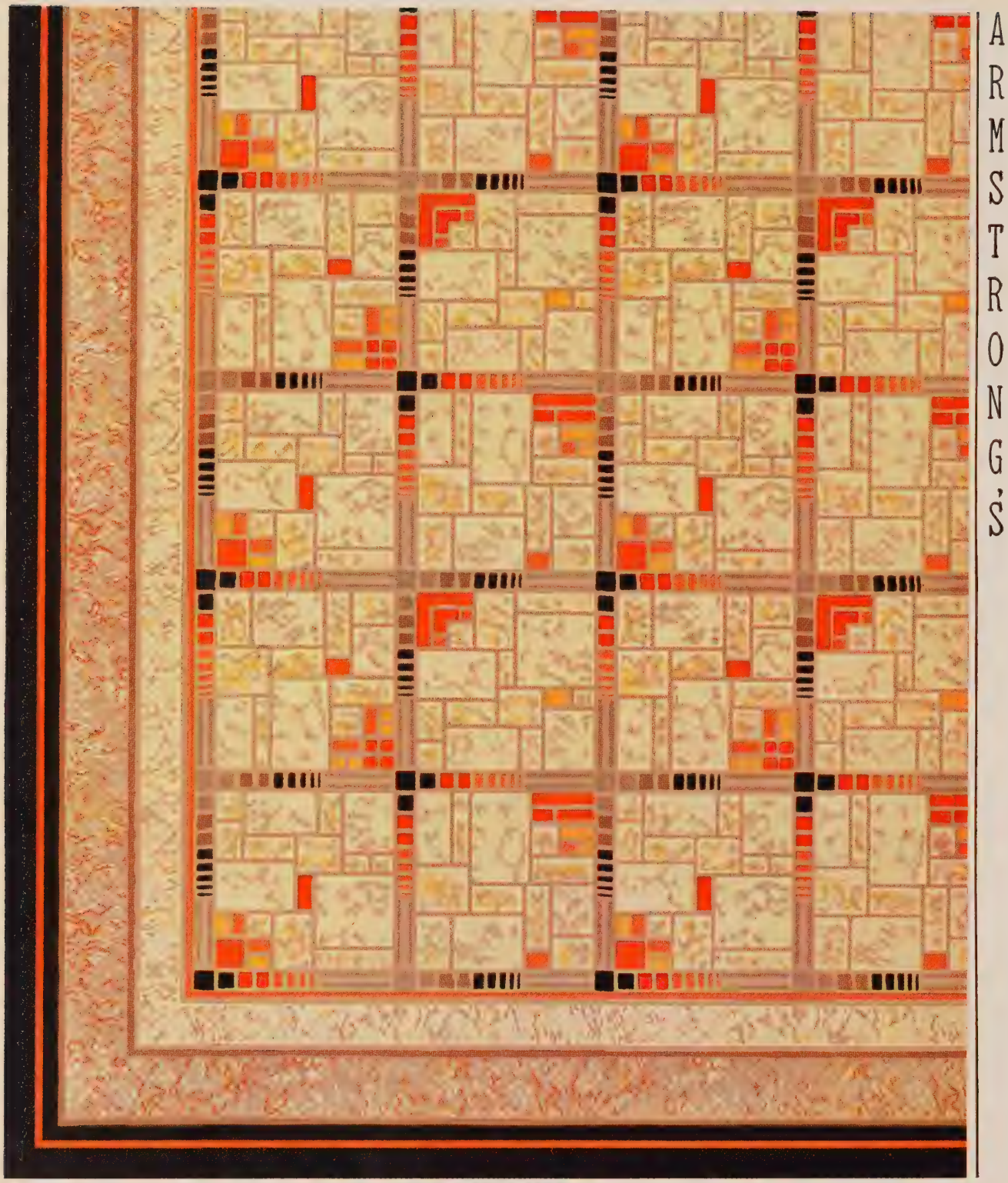
9x9
9x15

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4735 Armstrong's Quaker Rug

3′ x 9′	QRIPK	7½′ x 9′	QRIVP	9′ x 12′	QRIXS
3′ x 12′	QRIQM	9′ x 10½′	QRIWQ	12′ x 12′	QRIZW
6′ x 9′	QRIRN			12′ x 15′	QRJAY



(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4736 Armstrong's Quaker Rug

3′ x 9′ ..... QRJDX	7½′ x 9′ ..... QRJHT	9′ x 12′ ..... QRJJR
3′ x 12′ ..... QRJFW	9′ x 10½′ ..... QRJIS	12′ x 12′ ..... QRJKQ
6′ x 9′ ..... QRJGV		12′ x 15′ ..... QRJLP

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

No. 4737 Armstrong's Quaker Rug

KENT PLUMBING

3′ x 9′.....QRJSN	7½′ x 9′.....QRJWB	9′ x 12′.....QRKBO
3′ x 12′.....QRJTK	9′ x 10½′.....QRJXA	12′ x 12′.....QRKCP
6′ x 9′.....QRJVC		12′ x 15′.....QRKDN

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

No. 4745 Armstrong's Quaker Rug

KENT FLOORCOVERING

3′ x 9′ ..... QRKEL	7½′ x 9′ ..... QRKHQ	9′ x 15′ ..... QRKMF
3′ x 12′ ..... QRKFA	9′ x 9′ ..... QRKJR	12′ x 12′ ..... QRKNG
6′ x 9′ ..... QRKGI	9′ x 10½′ ..... QRKKB	12′ x 15′ ..... QRKOS
	9′ x 12′ ..... QRKLC	

DISCONTINUED

(Plate shows approx. 1/6 scale)

No. 4746 Armstrong's Quaker Rug

3′ x 9′ ..... QRKPT	7½′ x 9′ ..... QRKSX	9′ x 15′ ..... QRKYD
3′ x 12′ ..... QRKQY	9′ x 9′ ..... QRKTW	12′ x 12′ ..... QRKZE
6′ x 9′ ..... QRKRZ	9′ x 10½′ ..... QRKWH	12′ x 15′ ..... QRLAY
	9′ x 12′ ..... QRKXJ	

POPULAR FLORAL LEAF DESIGN SEEN IN TODAY'S SMARTEST FURNISHINGS HAS PROVIDED MOTIF FOR QUAKER RUGS

Here is one of several new Quaker Rugs which will find a hearty welcome in the homes of many women who demand high styling and decorative beauty in their floor coverings. The popular floral motif, seen in any number of smart furnishings today, has been worked out in an entirely new manner in five new Quaker Rugs. One reason for their high style is the use of graduated tones to form the border. The Quaker Rug which so effectively sets the decorative tempo of the dining-room above is a taupe coloring, Pattern 4747.

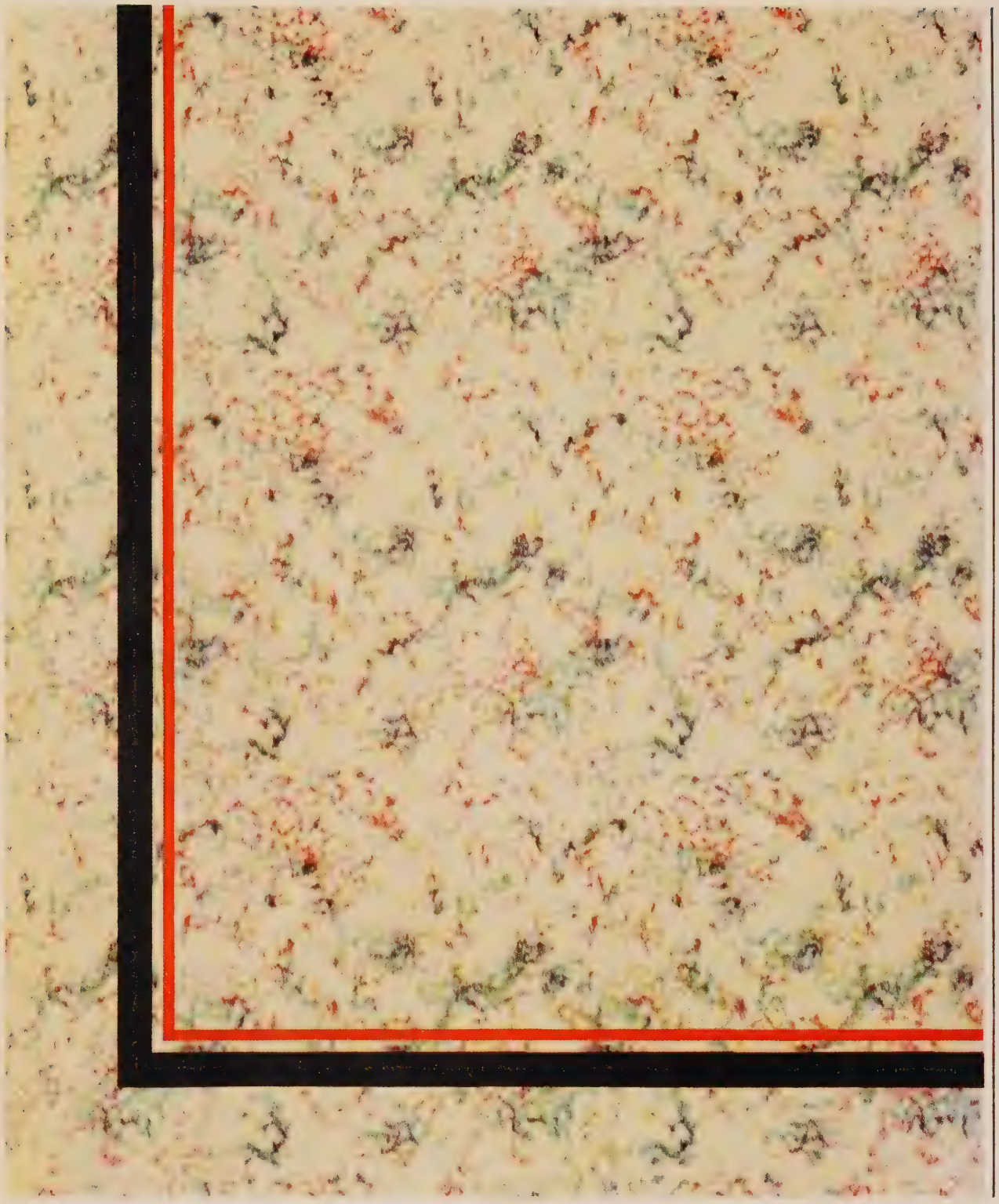
Outstanding beauty is but one of the advantages of Armstrong's Quaker Rugs. Another important reason why homemakers like Quaker Rugs is because very little effort is required to keep them clean and bright.

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

No. 4747 Armstrong's Quaker Rug

3′ x 9′	QRLFT	7½′ x 9′	QRLIQ	9′ x 15′	QRLMC
3′ x 12′	QRLGS	9′ x 9′	QRLJP	12′ x 12′	QRLON
6′ x 9′	QRLHR	9′ x 10½′	QRLKV	12′ x 15′	QRLPL
		9′ x 12′	QRLLU		

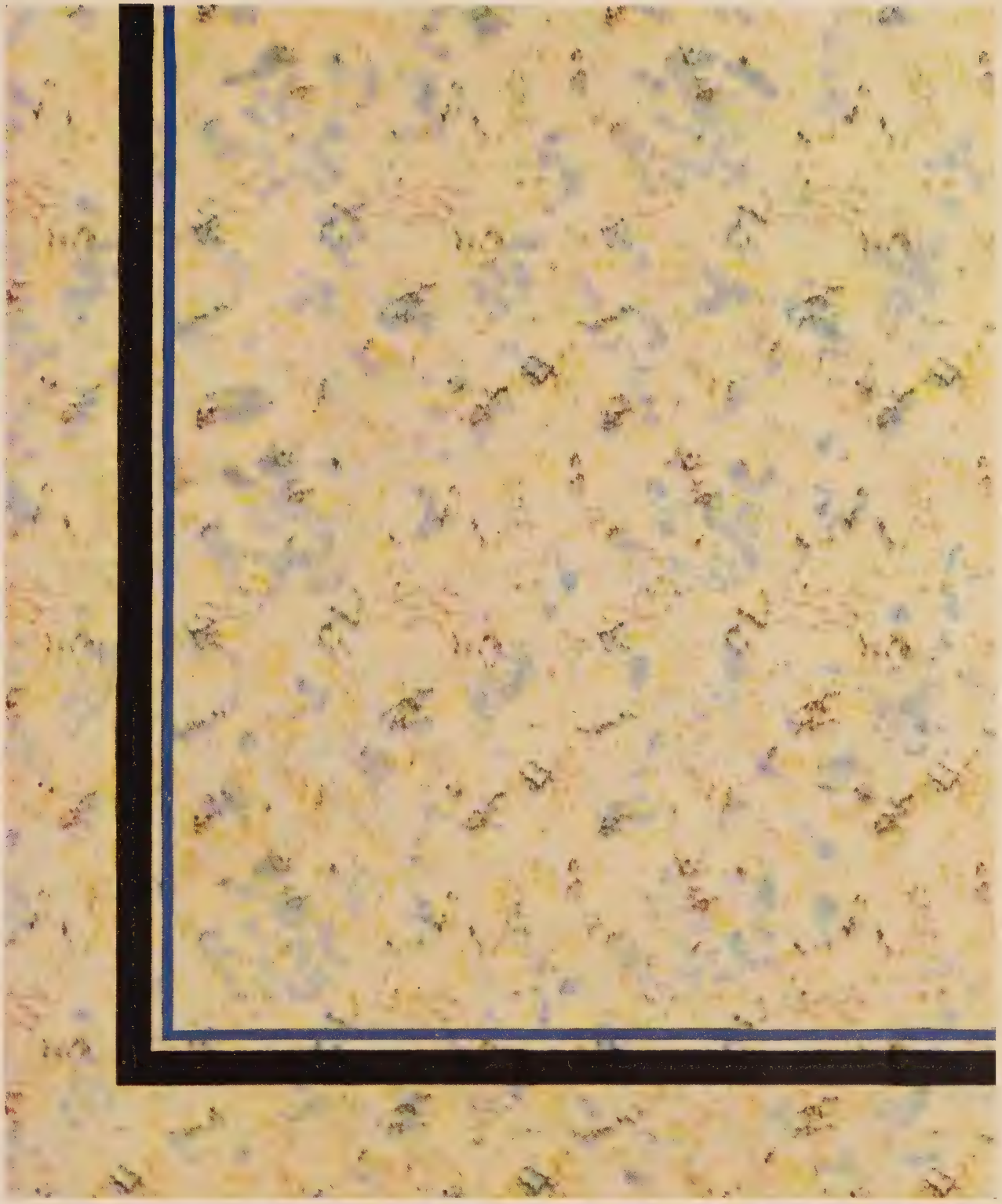


(Plate shows approx. 1/6 scale)

No. 4755 Armstrong's Quaker Rug

3′ x 9′ ..... QRLQG	7½′ x 9′ ..... QRLWB	9′ x 15′ ..... QRMCH
3′ x 12′ ..... QRLRF	9′ x 9′ ..... QRLYA	12′ x 12′ ..... QRMDI
6′ x 9′ ..... QRLTD	9′ x 10½′ ..... QRMAF	12′ x 15′ ..... QRMEJ
	9′ x 12′ ..... QRMBG	

ARMSTRONG'S



(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4756 Armstrong's Quaker Rug

3′ x 9′ ..... QRMFK	7½′ x 9′ ..... QRMJO	9′ x 15′ ..... QRMNS
3′ x 12′ ..... QRMHM	9′ x 9′ ..... QRMKP	12′ x 12′ ..... QRMOT
6′ x 9′ ..... QRMIN	9′ x 10½′ ..... QRMLQ	12′ x 15′ ..... QRMPU
	9′ x 12′ ..... QRMMR	

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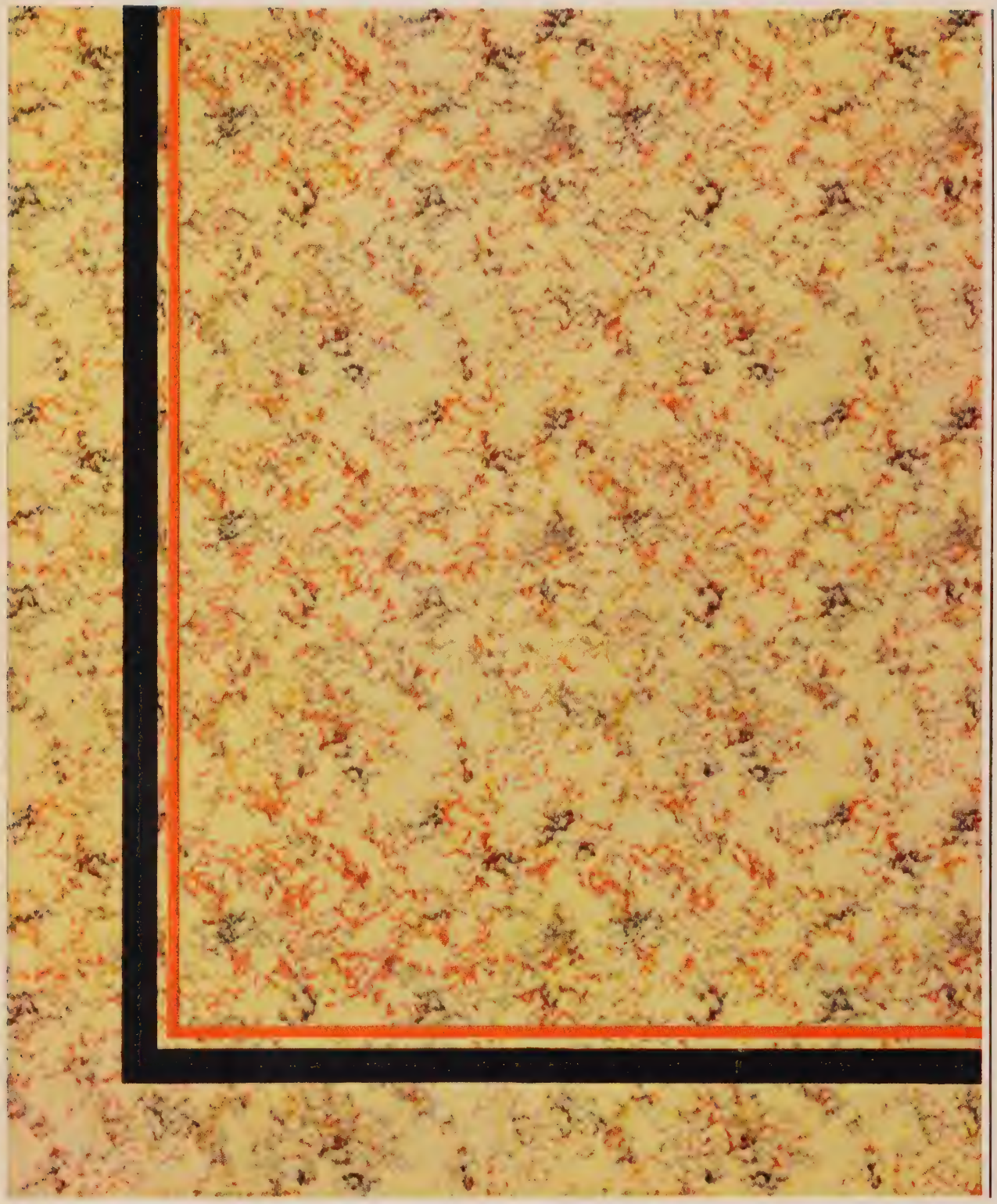


ARMSTRONG'S

(Plate shows approx. 1 6 scale)

KENT FLOORS WERING

No. 4757 Armstrong's Quaker Rug

3′ x 9′ ..... QRMQV	7½′ x 9′ ..... QRMUZ	9′ x 15′ ..... QRMZE
3′ x 12′ ..... QRMRW	9′ x 9′ ..... QRMVA	12′ x 12′ ..... QRPAI
6′ x 9′ ..... QRMSX	9′ x 10½′ ..... QRMWB	12′ x 15′ ..... QRPBL
	9′ x 12′ ..... QRMXC	

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4831 Armstrong's Quaker Rug

18″ x 36″	QRUOB	4½′ x 4½	QROYM	9′ x 10½′	QRWAF
3′ x 4½′	QRURP	4½′ x 6′	QROZA	9′ x 12′	QRWEC
3′ x 6′	QRUSE	6′ x 9′	QRVRO	9′ x 15′	QRGZY
3′ x 9′	QRPCO	7½′ x 9′	QRVUT	12′ x 12′	QRPEB
3′ x 12′	QRPDR	9′ x 9′	QRCUT	12′ x 15′	QRPFC

ARMSTRONG'S

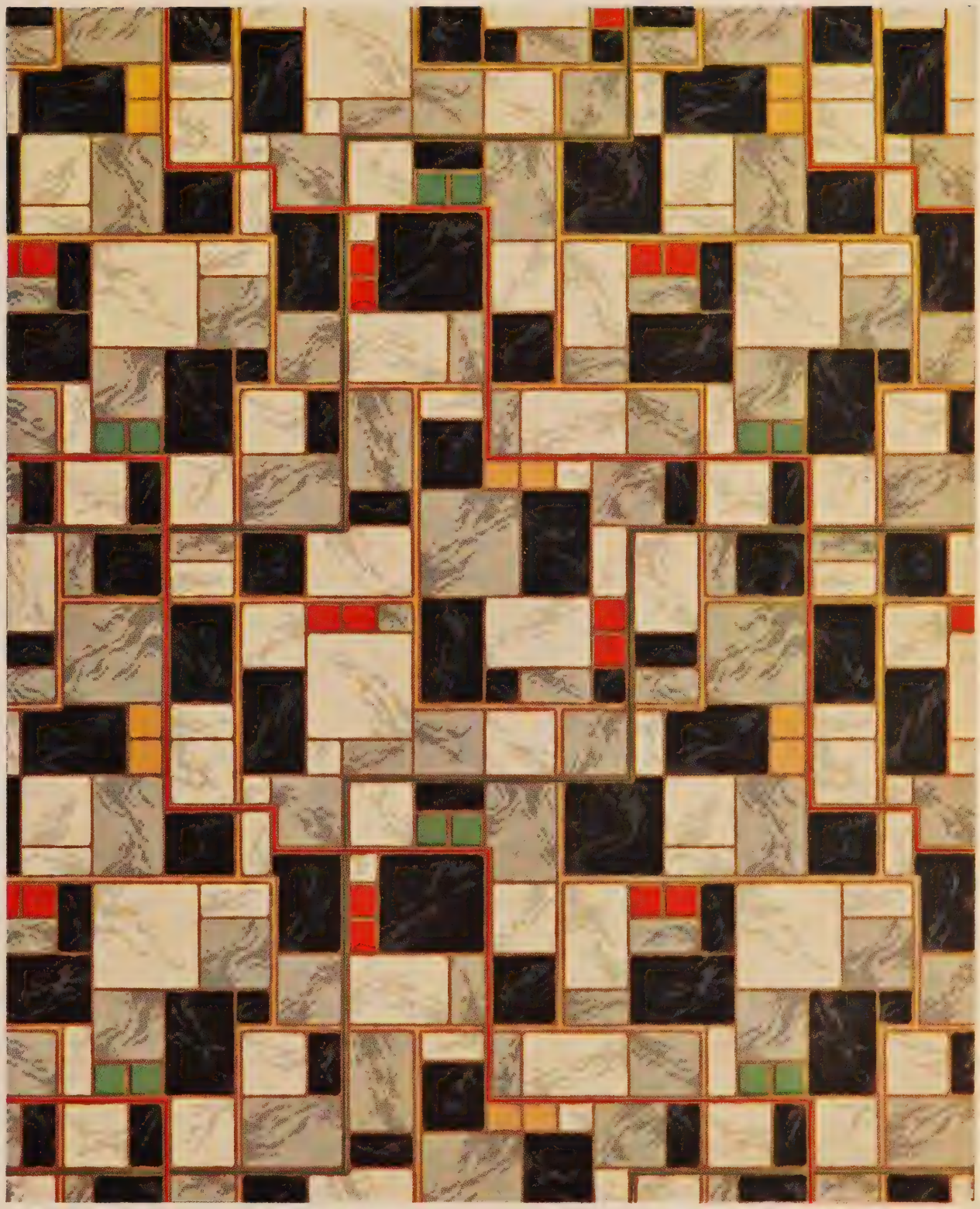
(Plate shows approx. 1/6 scale)

KENT-PLACE SCHOOL

No. 4990 Armstrong's Quaker Rug

18″ x 36″	QRSAV	3′ x 12′	QRPHG	9′ x 12′	QRYJO
3′ x 4½′	QRSIC	6′ x 9′	QRYAM	9′ x 15′	QRZKO
3′ x 6′	QRSKU	7½′ x 9′	QRYED	12′ x 12′	QRPJH
3′ x 9′	QRPGF	9′ x 9′	QRZIB	12′ x 15′	QRPKI
		9′ x 10½′	QRYFS		

ARMSTRONG'S



(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2750 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBUTA, 3 yards...FBDUK, 4 yards...FBHDO

KBMJ FLOORCOVERING

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2821 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBJNO, 3 yards...FBJNU, 4 yards...FBHEP

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2, 3, and 4 yards wide)

No. 2840 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBJRO, 3 yards...FBJRP, 4 yards...FBHGR

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 2871 Armstrong's Quaker Floor Covering

Code Word: FBAIV

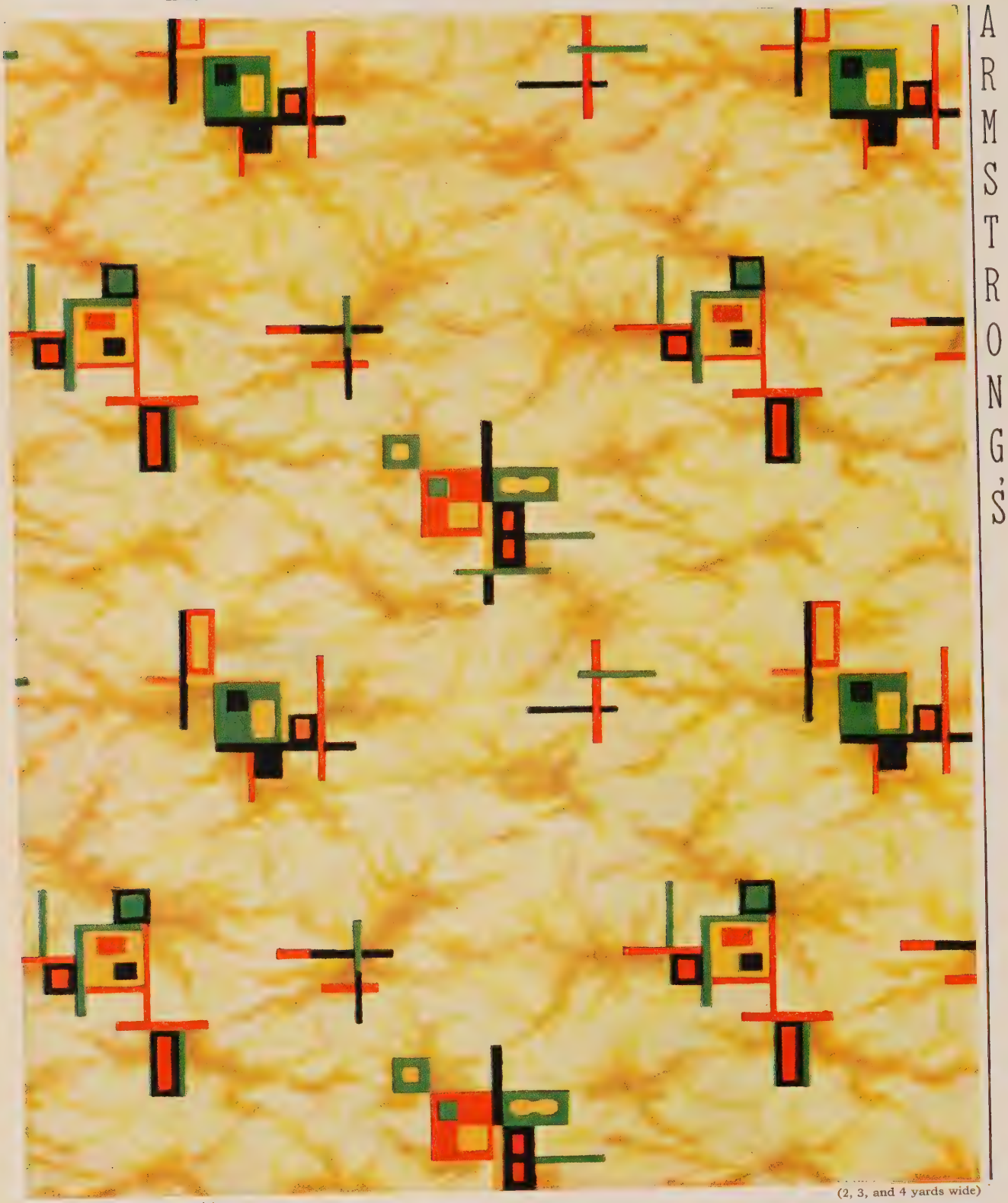
ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2880 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBAJU, 3 yards...FBAKA, 4 yards...FBHLW



(2, 3, and 4 yards wide)

(Plate shows approx. 1/4 scale)

No. 2881 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBANG, 3 yards...FBAPF, 4 yards...FBHOZ

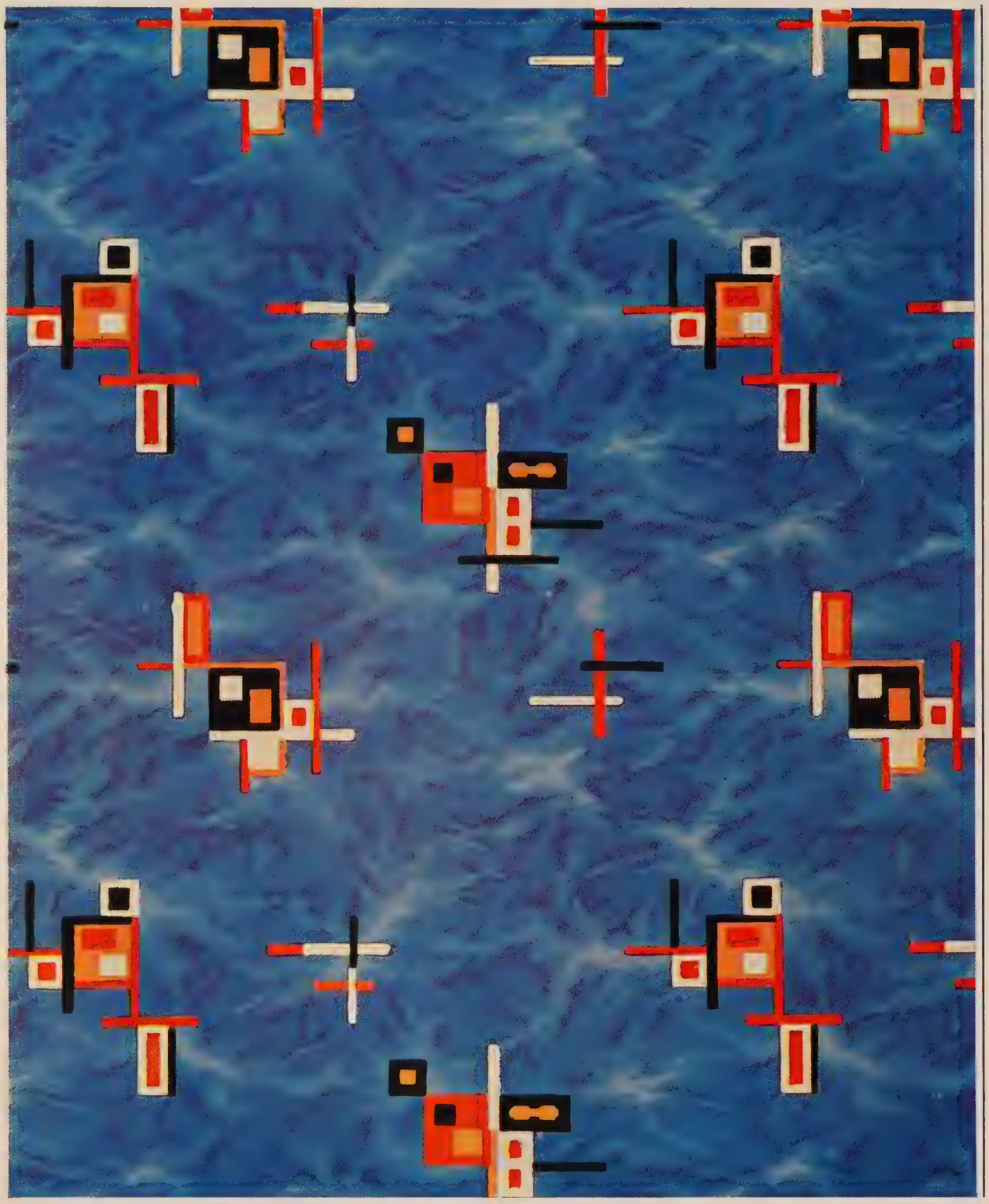
ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2882 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBASN, 3 yards...FBATZ, 4 yards...FBHPA



ARMSTRONG'S

(Plate shows approx. 1/4 scale)

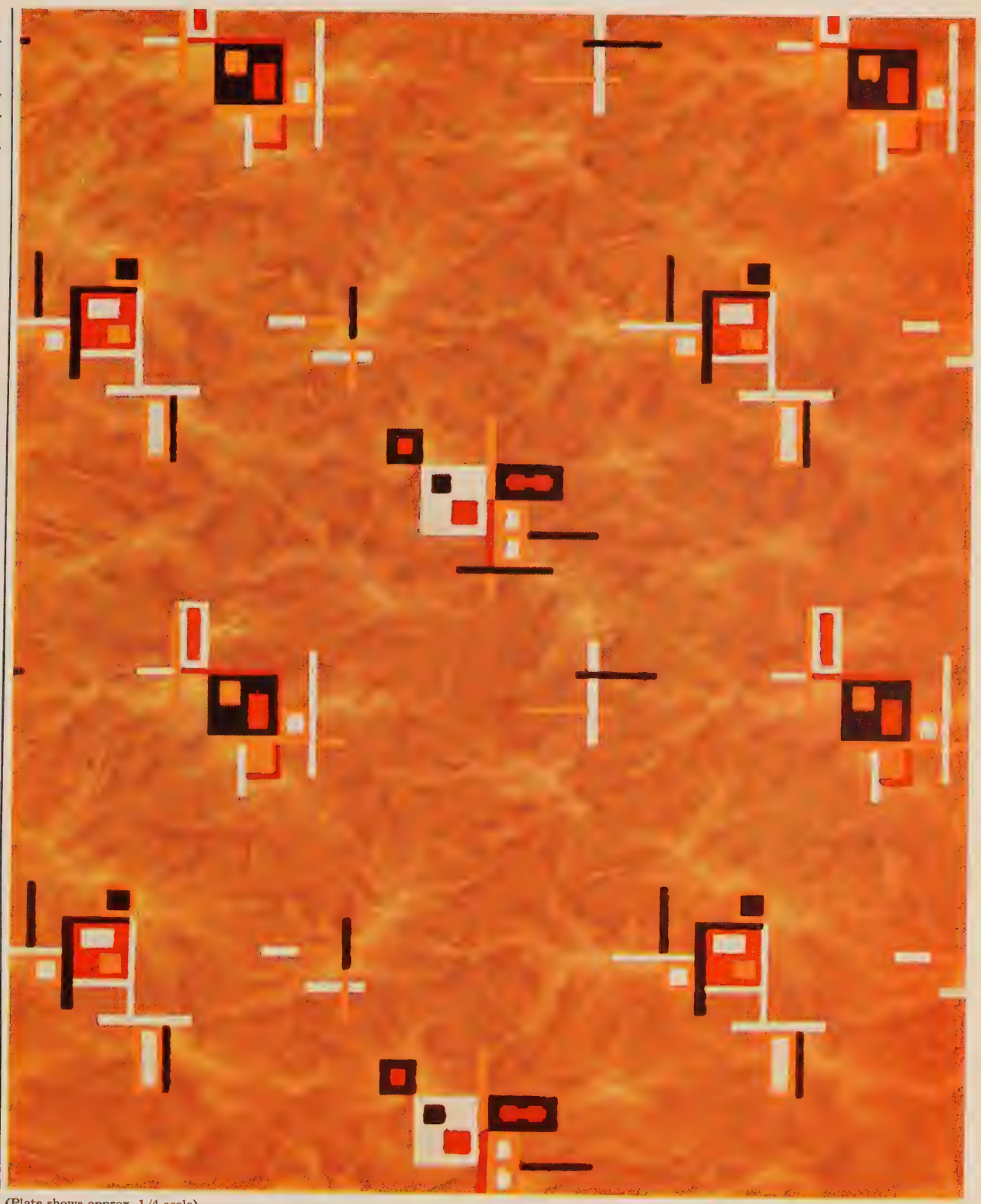
(2 yards wide only)

No. 2883 Armstrong's Quaker Floor Covering

Code Word: **FBPKI**

DISCONTINUED

ARMSTRONG'S



(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2885 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBFAK, 3 yards...FBFBA, 4 yards...FBFEX

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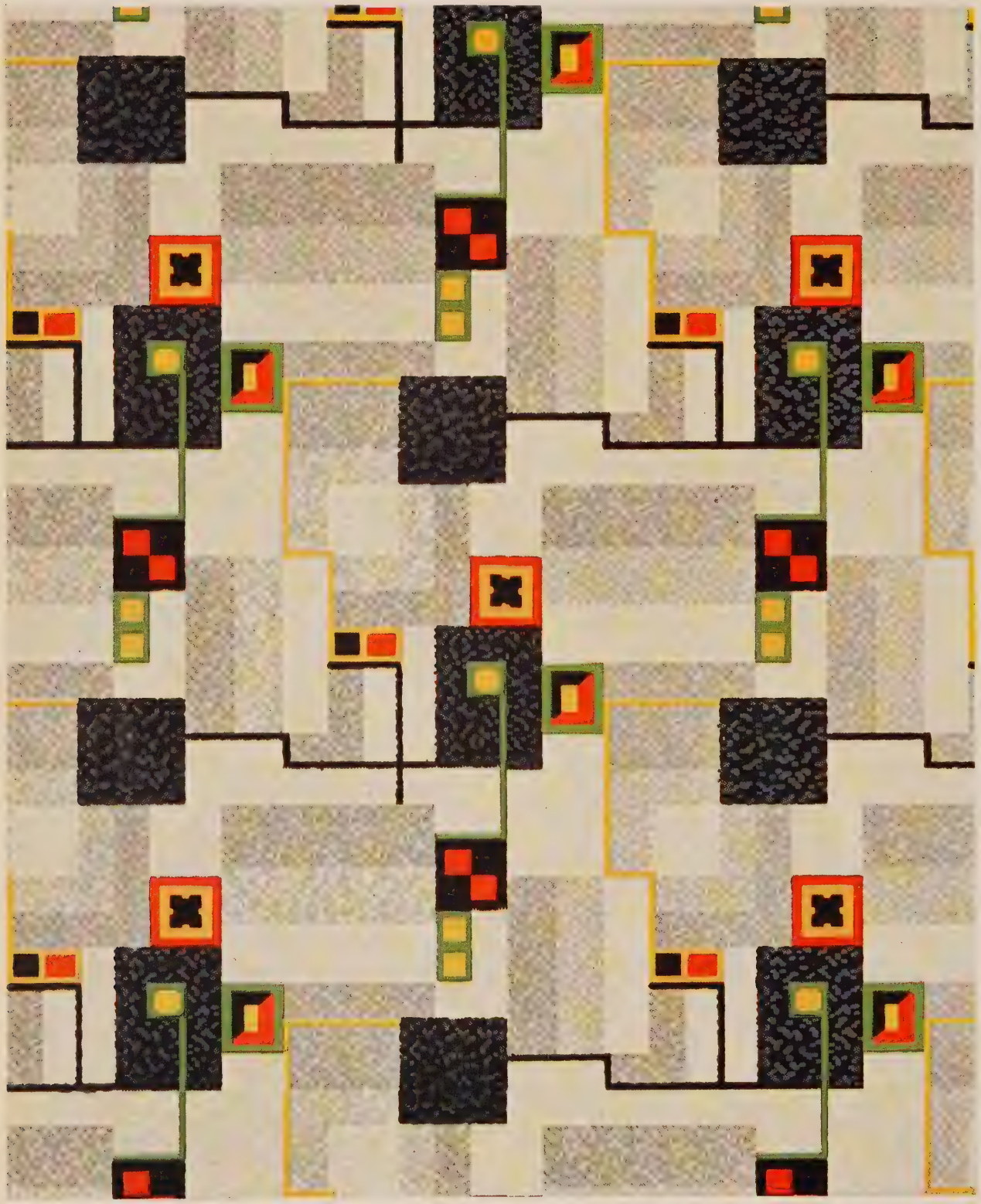


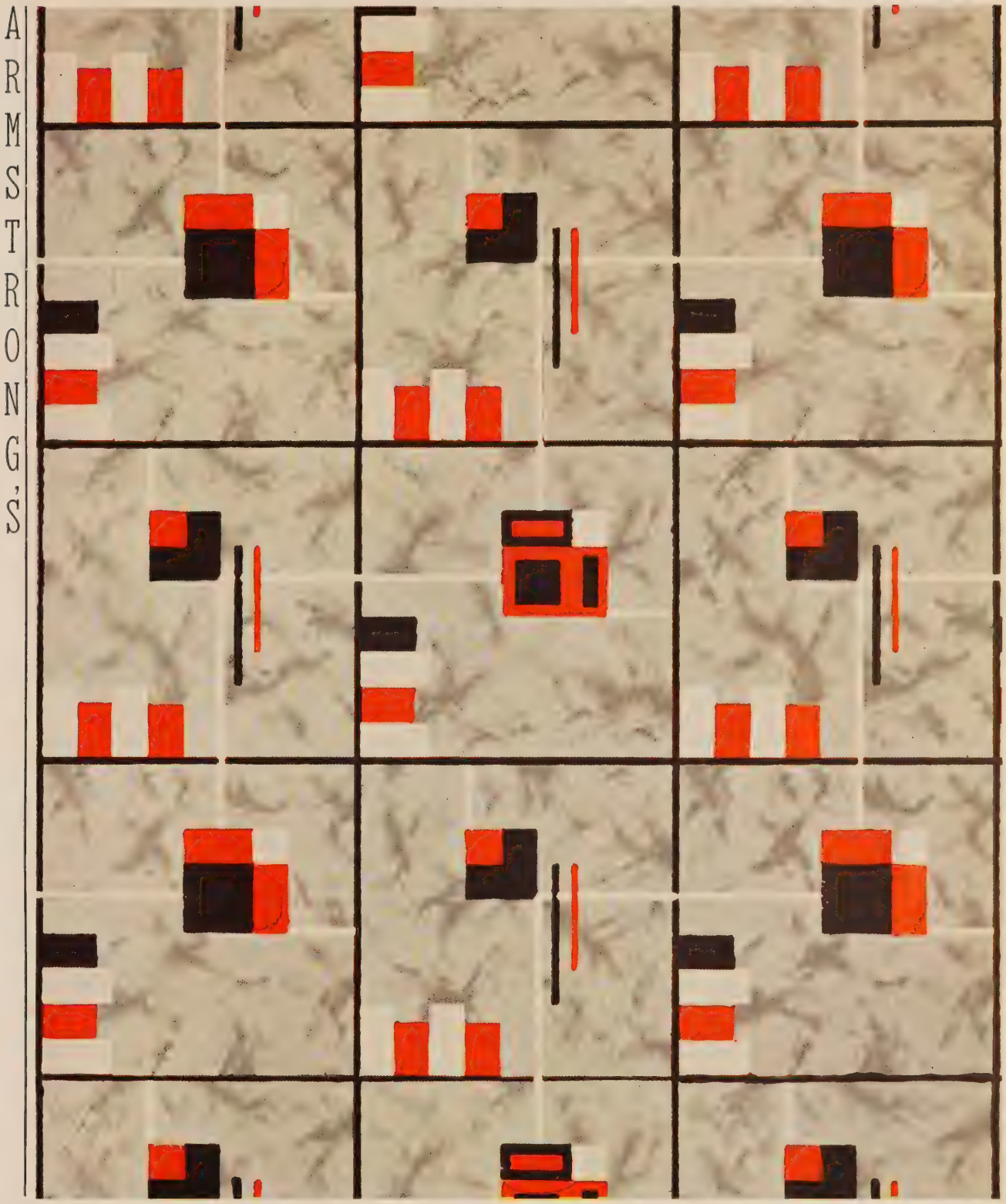
ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2891 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBAZY, 3 yards...FBDOT, 4 yards...FBHRC

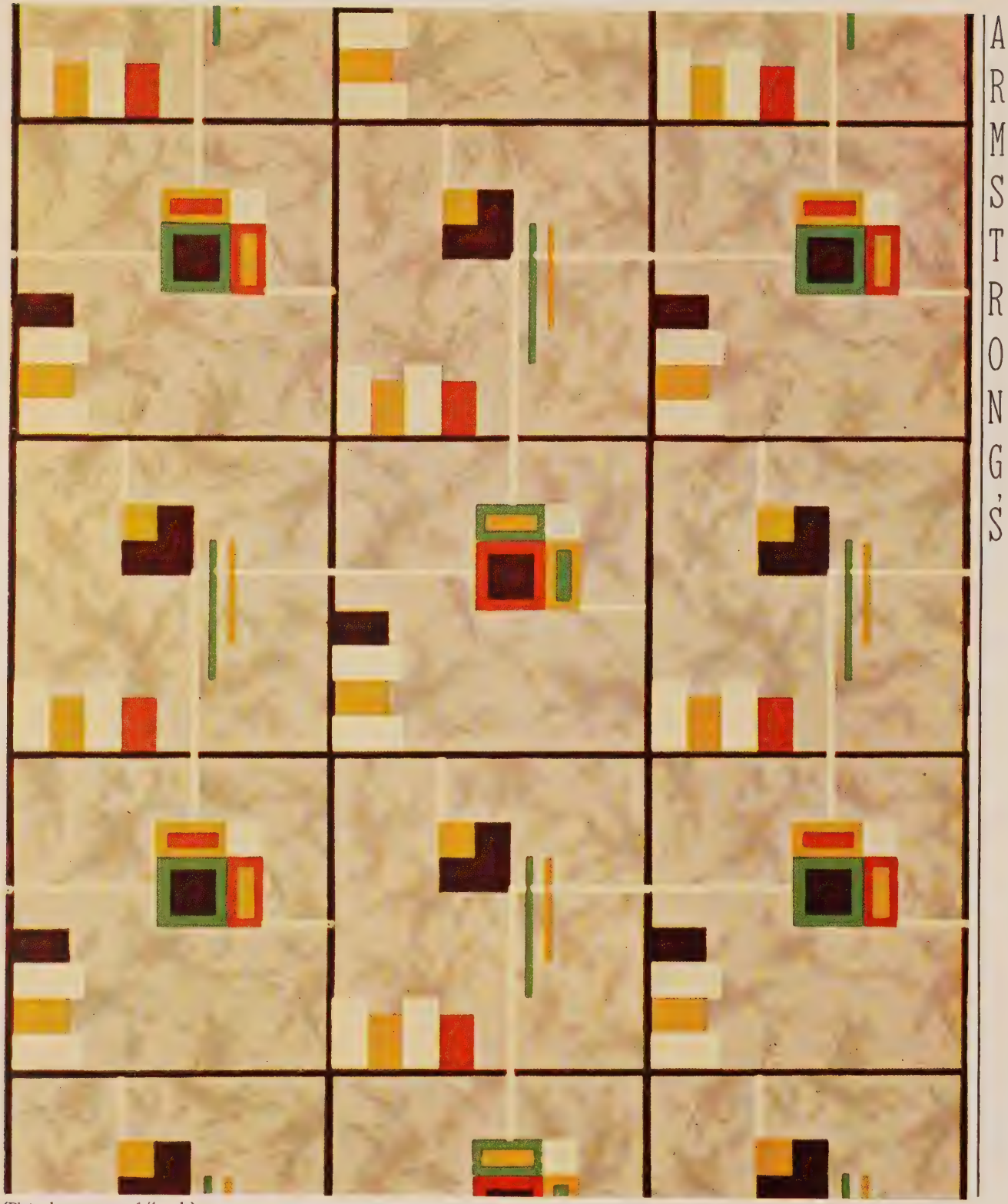


(Plate shows approx. 1/4 scale) (2, 3, and 4 yards wide)

No. 2901 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBNHU, 3 yards...FBNLO, 4 yards...FBNMU

DISCONTINUED



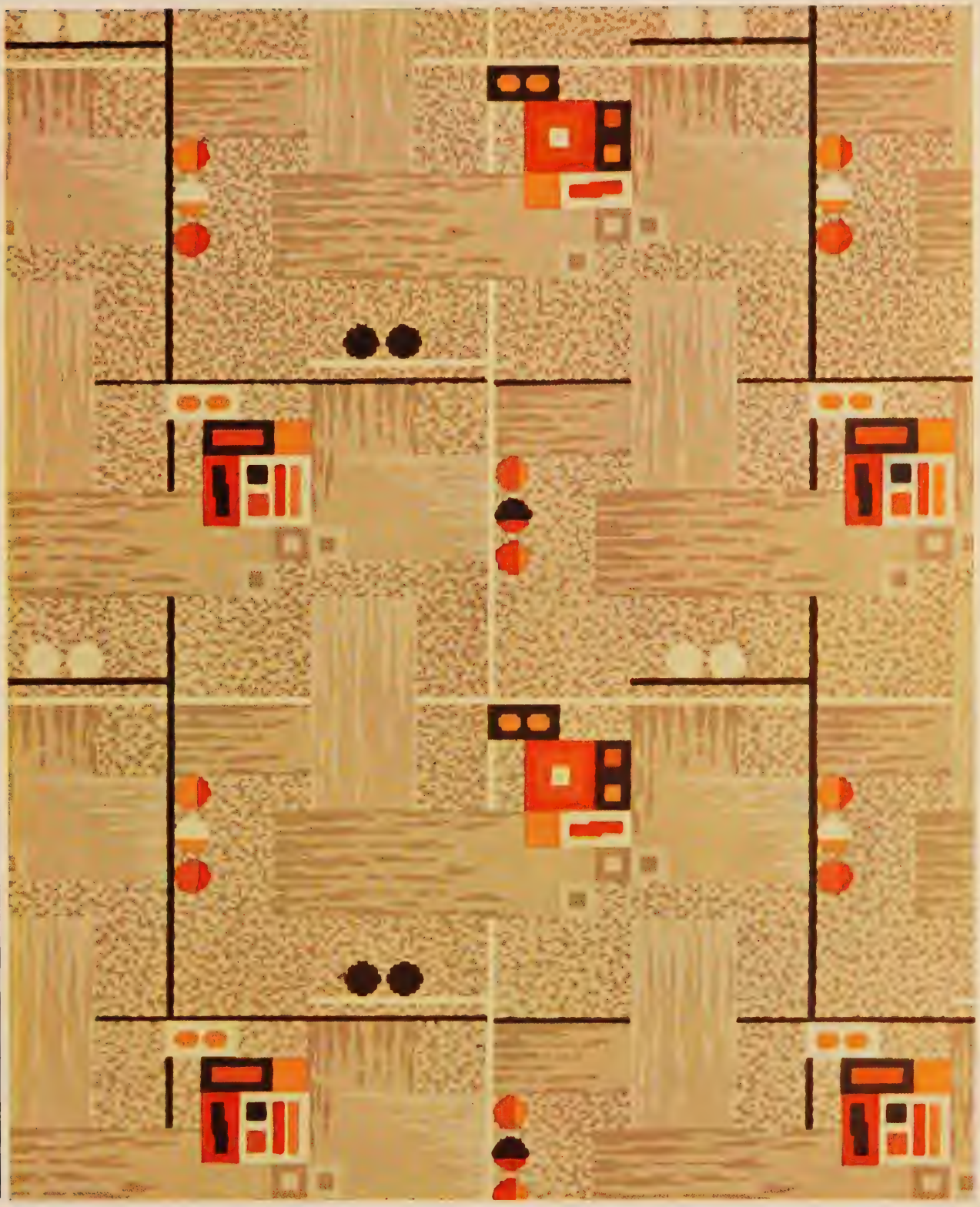
(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2902 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBNNI, 3 yards...FBNON, 4 yards...FBNRA

ARMSTRONG'S

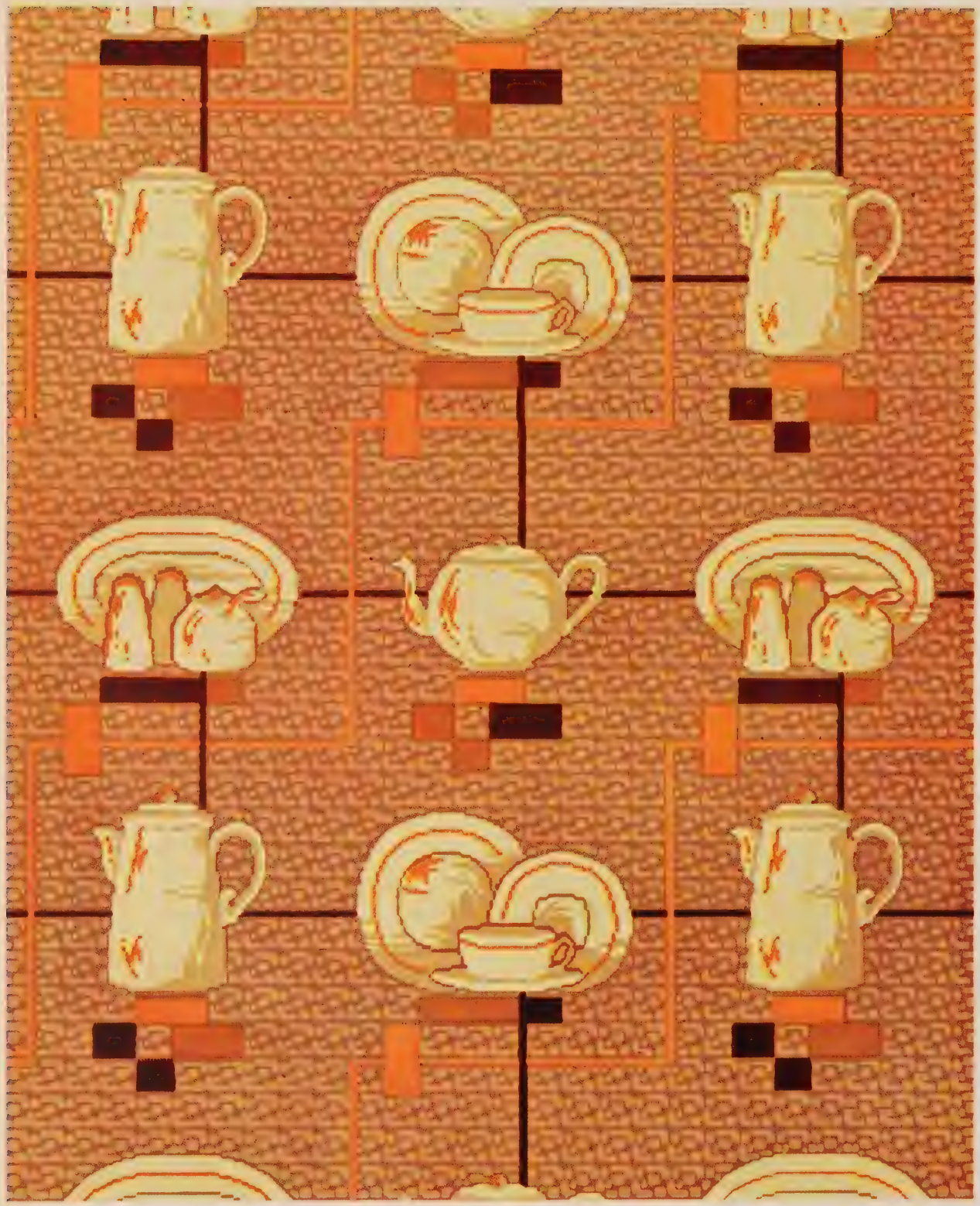


(Plate shows approx. 1/4 scale) (2, 3, and 4 yards wide)

No. 2910 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBNTH, 3 yards...FBNSE, 4 yards...FBNWL

DISCONTINUED



ARMSTRONG'S

(Plate shows approx. 1/4 scale)

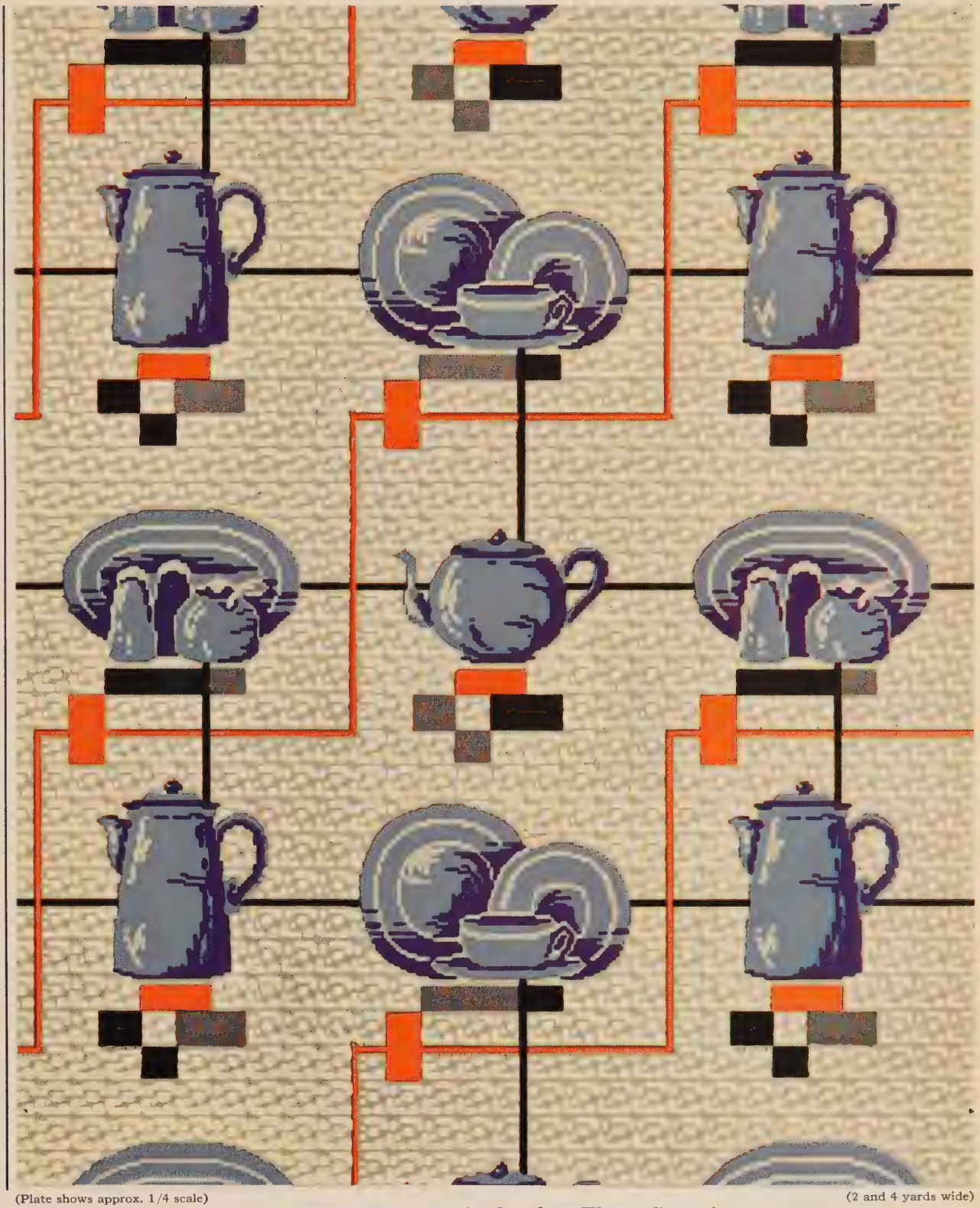
(2 and 4 yards wide)

No. 2920 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBFGS, 4 yards...FBFHR

DISCONTINUED

ARMSTRONG'S



(Plate shows approx. 1/4 scale)

(2 and 4 yards wide)

No. 2921 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBFLS, 4 yards...FBFNA

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/4 scale) (2, 3, and 4 yards wide)

No. 2930 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBFIC, 3 yards...FBLCA, 4 yards...FBLDC

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2931 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBFYF, 3 yards...FBLED, 4 yards...FBLGE

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2940 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBWAL, 3 yards...FBLHF, 4 yards...FBWBM

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2941 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBWCN, 3 yards...FBLJI, 4 yards...FBWDO

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2942 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBWEP, 3 yards...FBLKL, 4 yards...FBWFQ

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2943 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBWGR, 3 yards...FBLMV, 4 yards...FBWHS

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2944 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBWIT, 3 yards...FBLNU, 4 yards...FBWJU

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2945 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBWKV, 3 yards...FBLPO, 4 yards...FBWLW

DISCONTINUED

ARMSTRONG'S

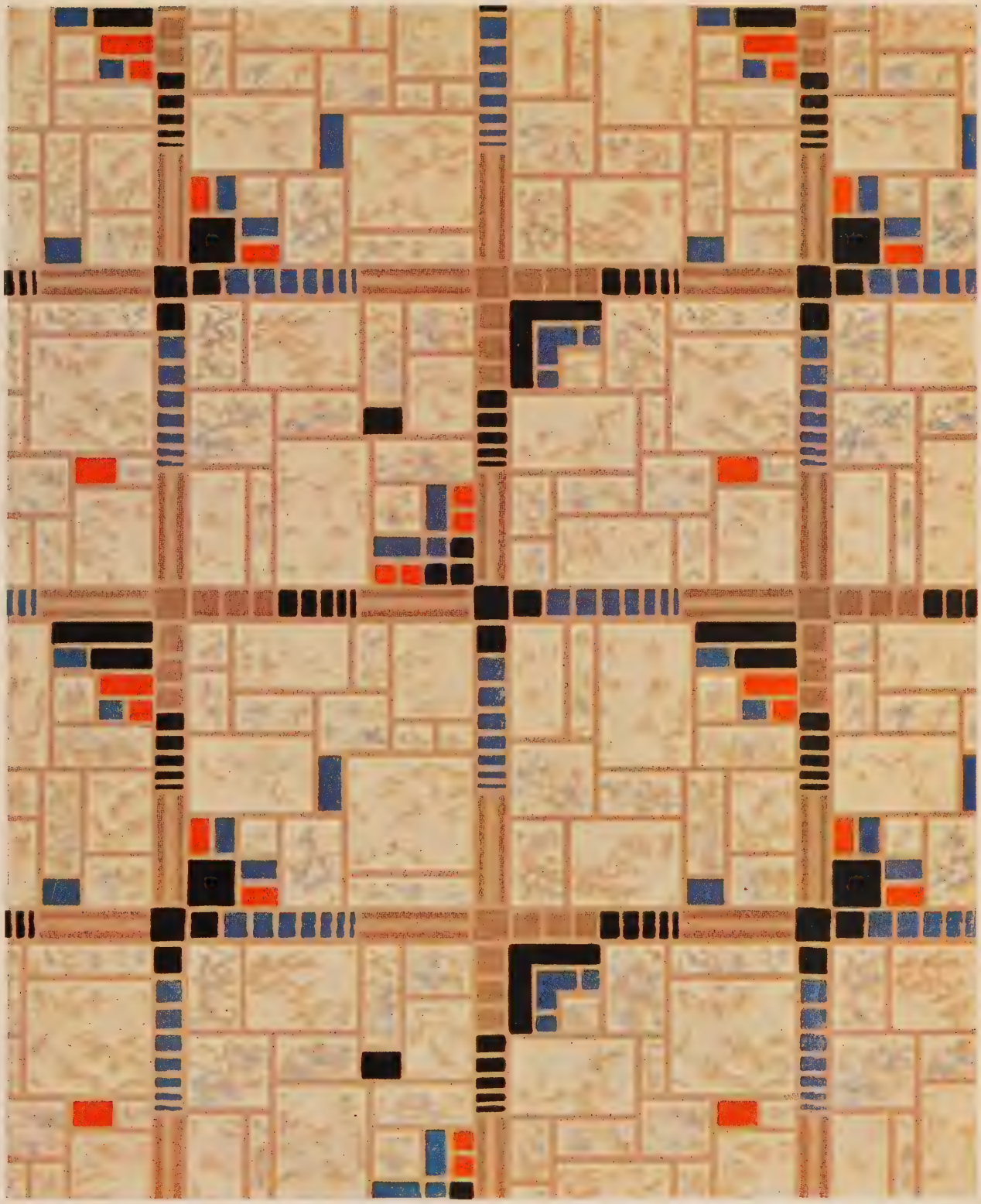
(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2946 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBWMX, 3 yards...FBLRL, 4 yards...FBWNY

ARMSTRONG'S

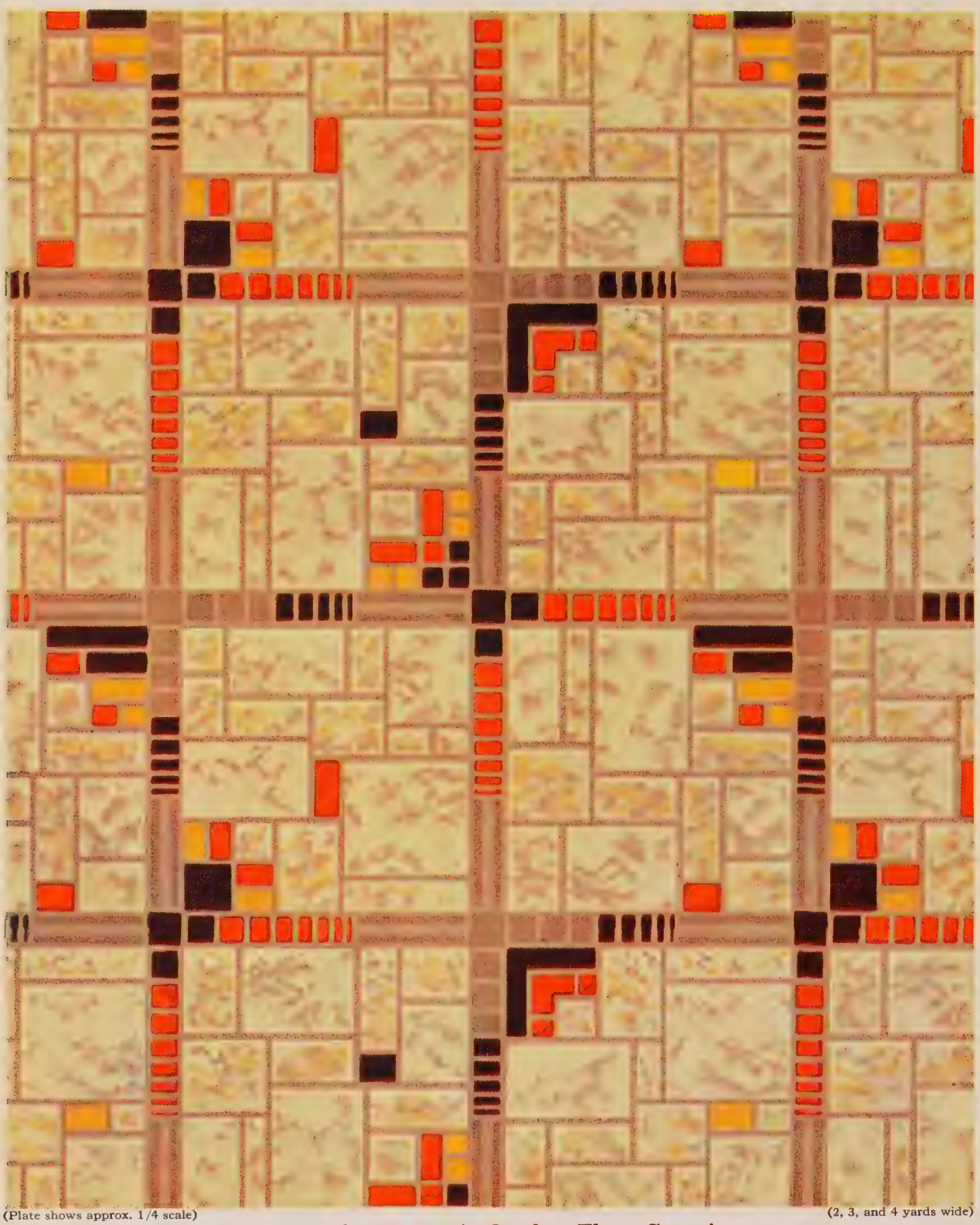


(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2950 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBGNA, 3 yards...FBGOB, 4 yards...FBGPC



ARMSTRONG'S

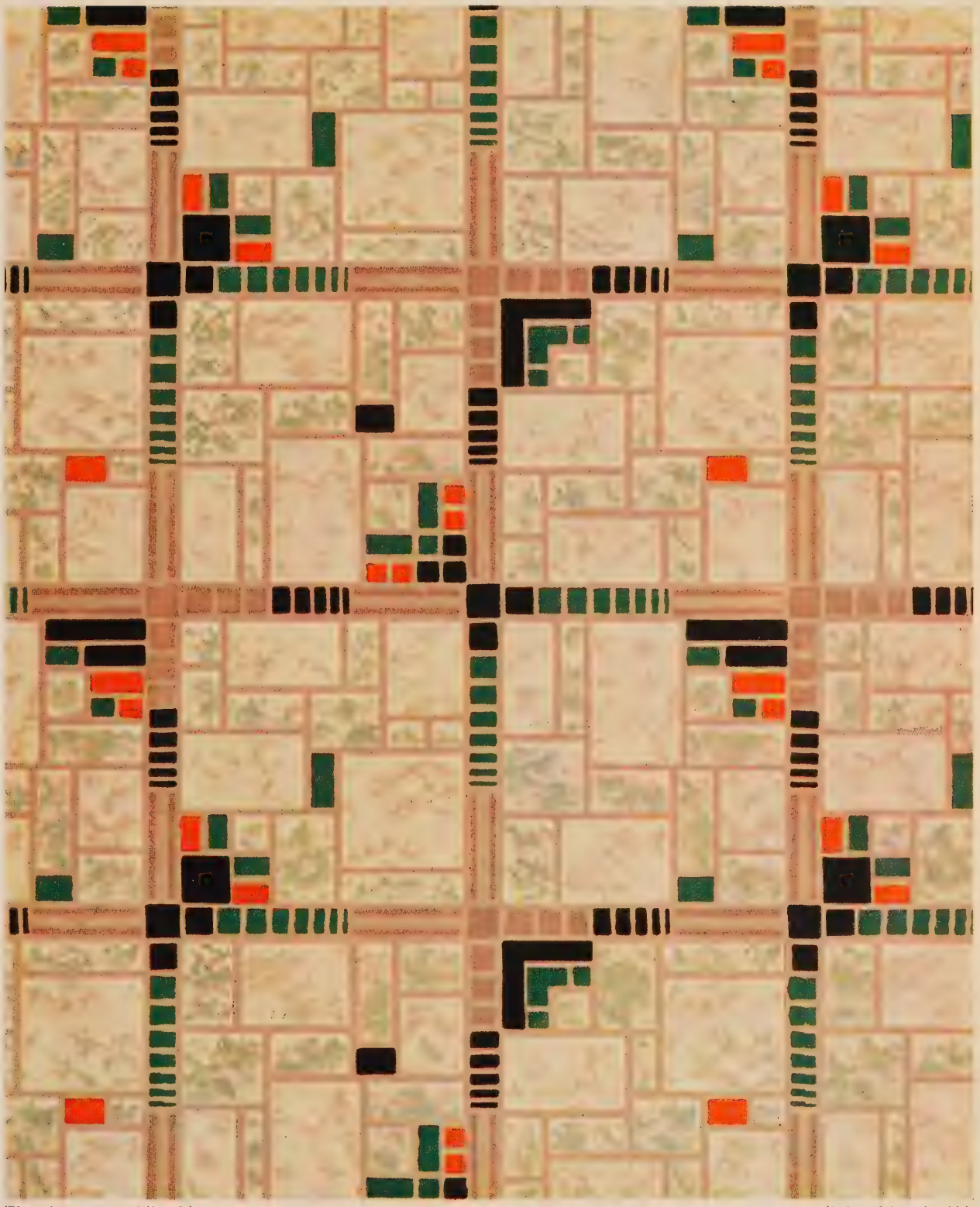
(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2951 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBGRE, 3 yards...FBGSF, 4 yards...FBGTG

ARMSTRONG'S



(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2952 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBGUH, 3 yards...FBGVI, 4 yards...FBGXK

ARMSTRONG'S

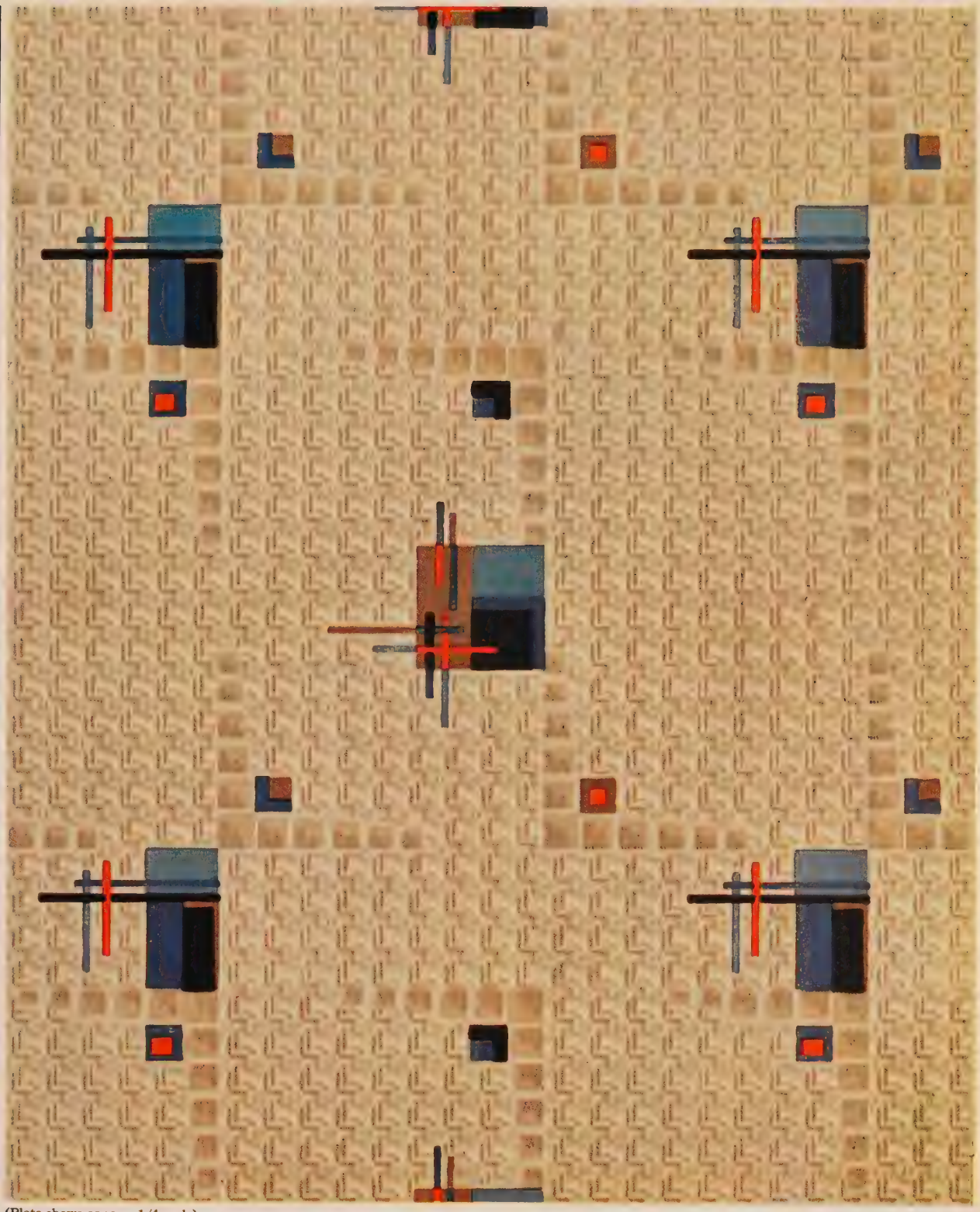
(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2960 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBGYL, 3 yards...FBGZM, 4 yards...FBGAP

ARMSTRONG'S

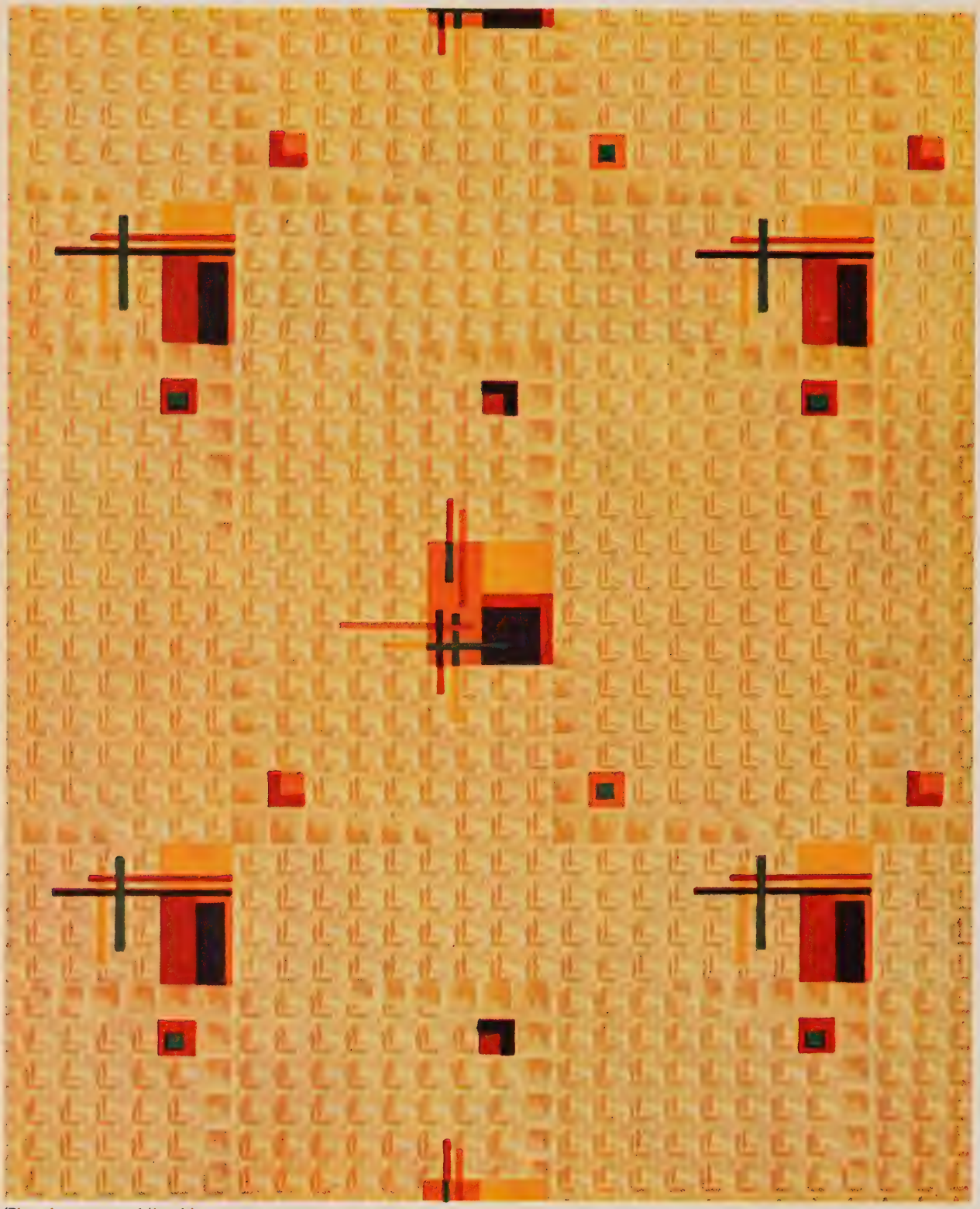


(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2970 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBGBO, 3 yards...FBGCN, 4 yards...FBGDQ



ARMSTRONG'S

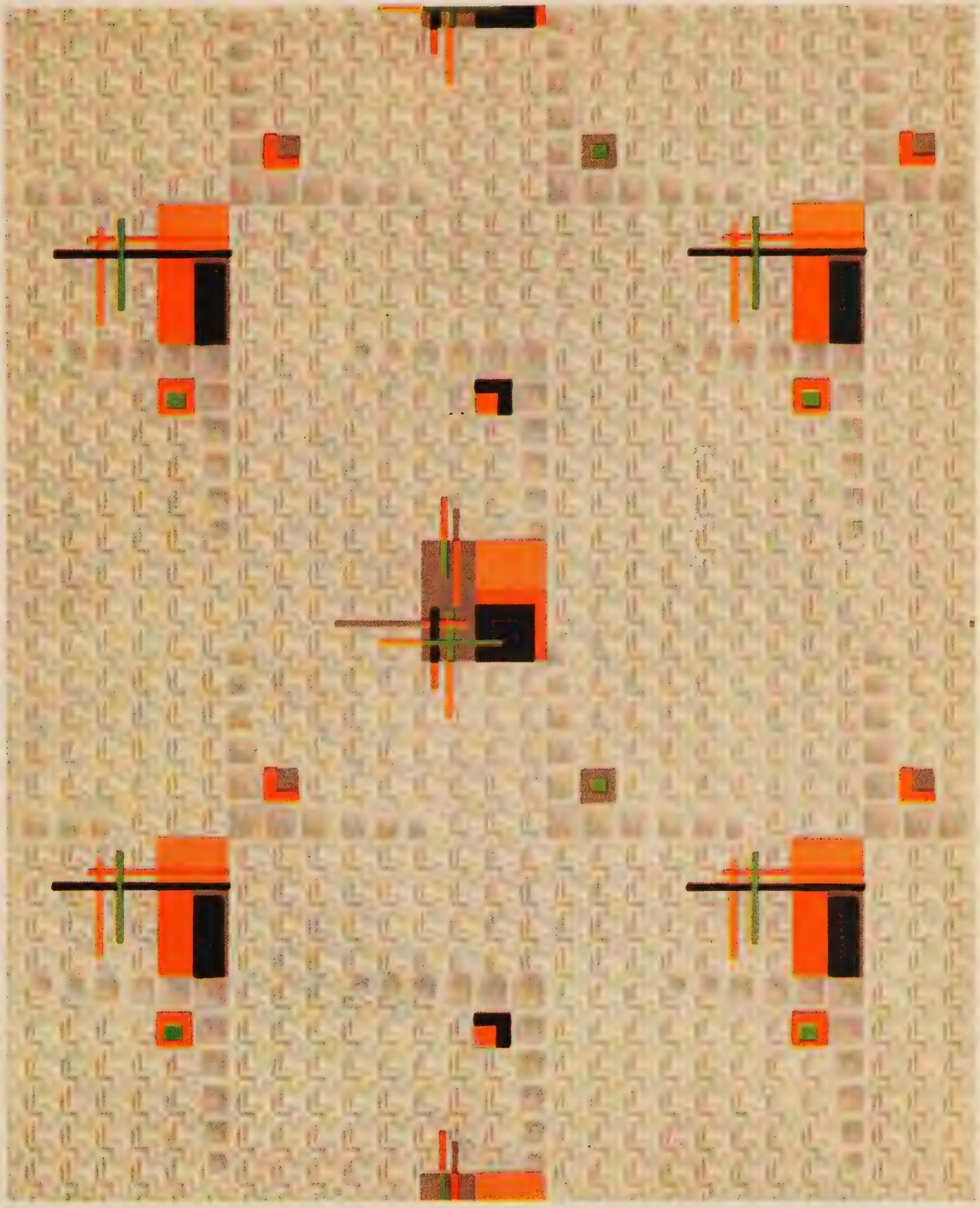
(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2971 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBGER, 3 yards...FBGFS, 4 yards...FBGHU

DISCONTINUED



(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 2972 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBGIV, 3 yards...FBGLY, 4 yards...FBGMZ

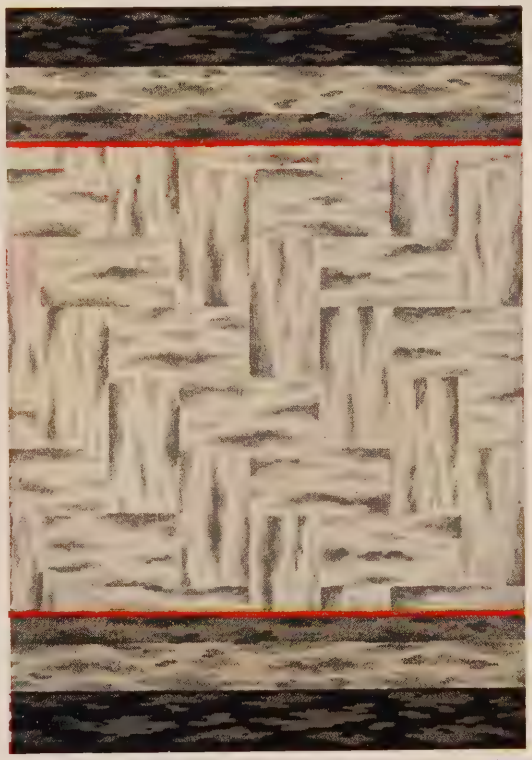
DISCONTINUED

DISCONTINUED

No. P204 Armstrong's Quaker Passage Covering
(Plate shows 1/6 scale) 24 inches wide only
Code Word: SCVYR

No. P230 Armstrong's Quaker Passage Covering
(Plate shows 1/6 scale) 24 and 36 inches wide
Code Words: 24 inches...SCMAC, 36 inches...SCGOW

No. P240 Armstrong's Quaker Passage Covering
(Plate shows 1/6 scale) 24 and 36 inches wide
Code Words: 24 inches...SCWID, 36 inches...SCWUZ



No. P241 Armstrong's Quaker Passage Covering
(Plate shows 1/6 scale) 24 and 36 inches wide
Code Words: 24 inches...SCXEK, 36 inches...SCXMA

ARMSTRONG'S

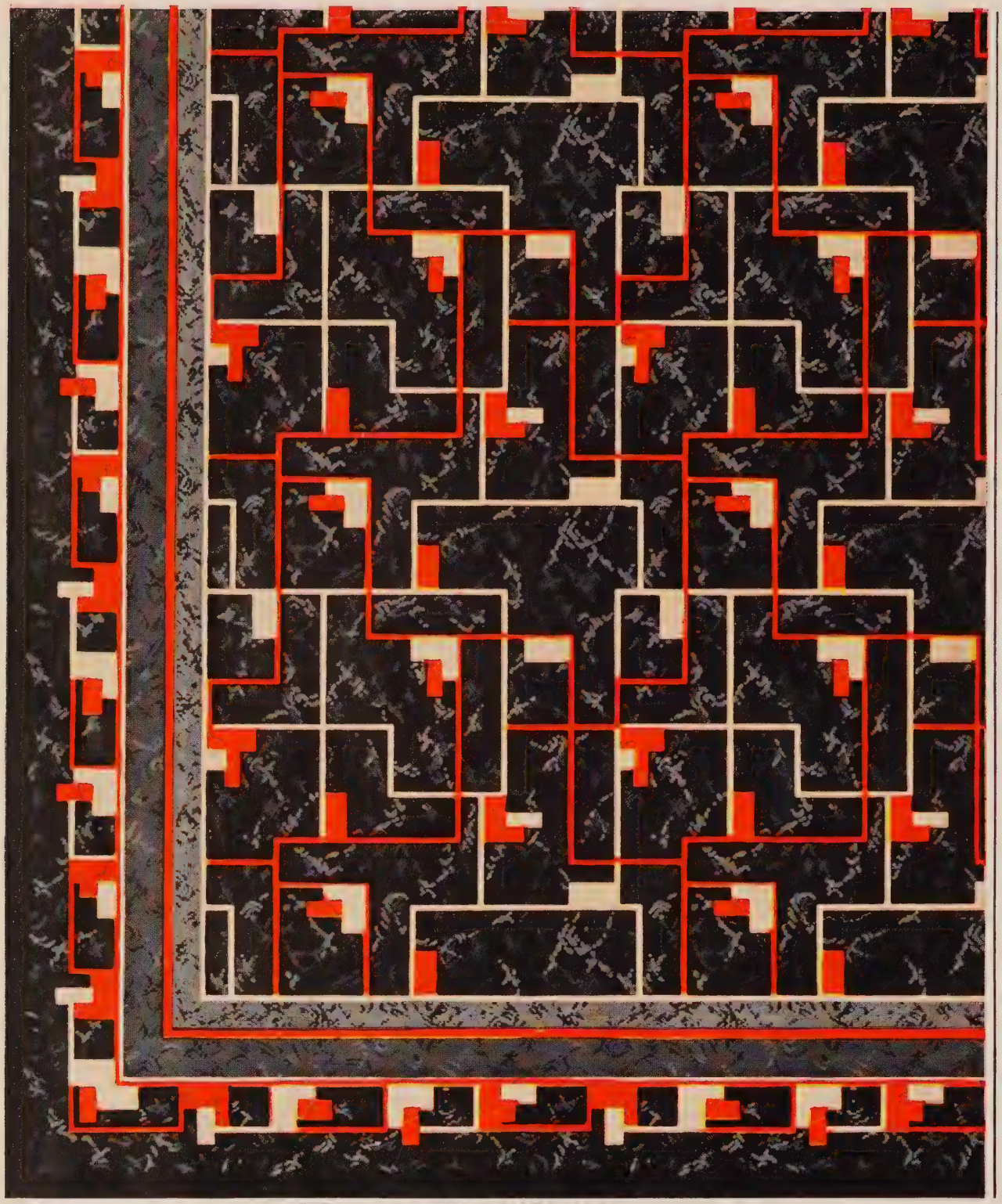
BEAUTY AND DURABILITY ARE BOTH FOUND IN ARMSTRONG'S STANDARD RUGS AND FLOOR COVERING

Combining the serviceability of medium grade felt-base and the popular prices at which they are sold, Armstrong's Standard Rugs and Floor Covering offer real value to the discriminating shopper. Armstrong's Standard Line is designed by the same artists who style the more expensive grades of floor coverings. There is a wide range of Standard patterns including floral, tile, textured, modern, and geometric designs.

Special attention is called to the large 12-foot widths in Standard Rugs and Standard Floor Covering. This exclusive Armstrong feature permits one-piece floors and better-fitting rugs for many rooms.

In the bedroom above is Standard Rug No. 4410, a new floral design in a conservative taupe coloring.

KENT FLOORCOVERING



ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

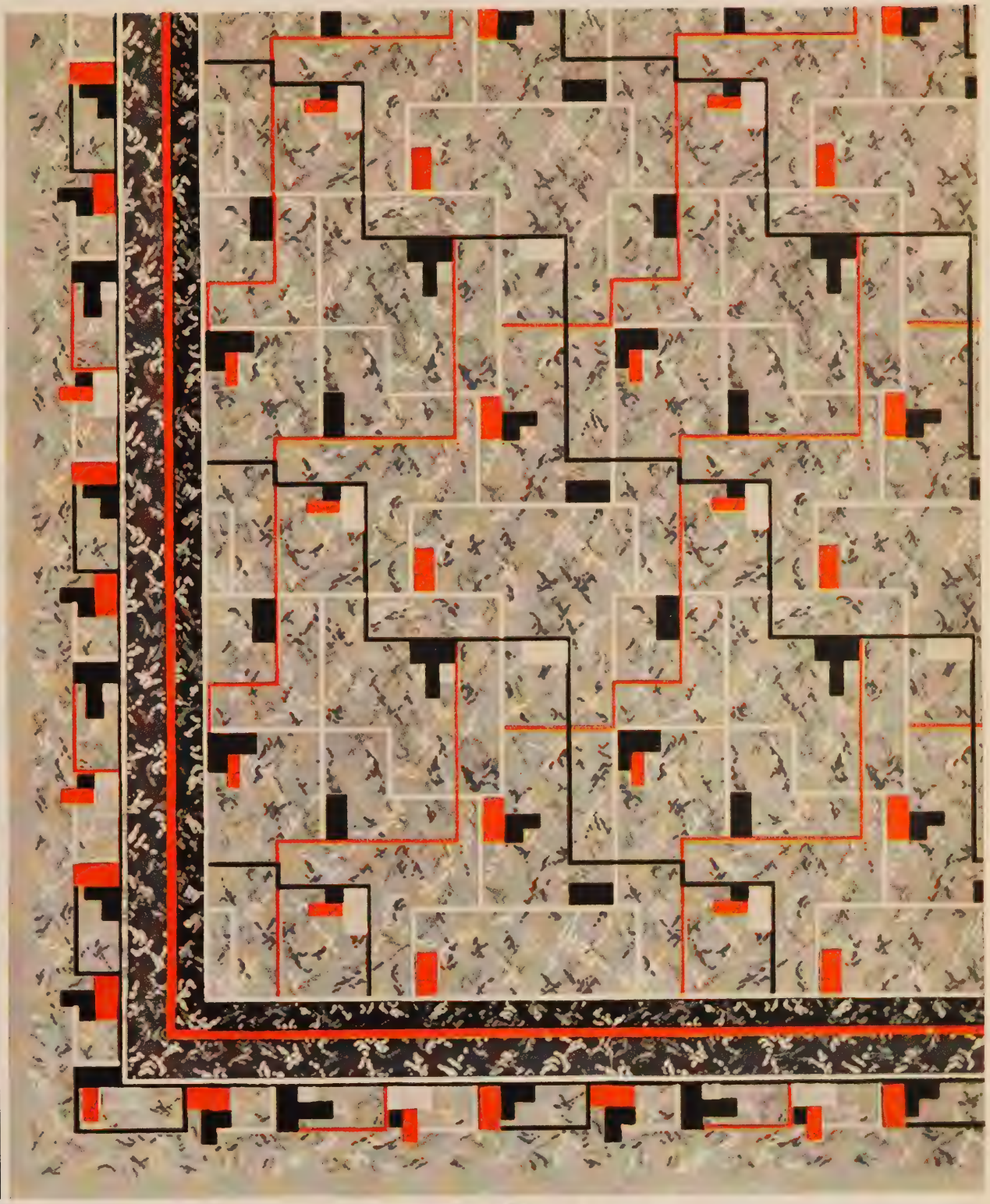
No. 4245 Standard Rug

3′ x 9′.....FRDPE	7½′ x 9′.....FRPBZ	9′ x 12′.....FRPDX
3′ x 12′.....FRDQF	9′ x 10½′.....FRPCY	12′ x 12′.....FRPEW
6′ x 9′.....FRPAJ		12′ x 15′.....FRPFV

DISCONTINUED

KENT FLOORCOVERING

ARMSTRONG'S



(Plate shows approx. 1/6 scale)

No. 4247 Standard Rug

KENT FLOORCOVERING

3′ x 9′ ..... FRDRH	7½′ x 9′ ..... FRPNO	9′ x 15′ ..... FRPXK
3′ x 12′ ..... FRDSJ	9′ x 9′ ..... FRPOB	12′ x 12′ ..... FRPYB
6′ x 9′ ..... FRPMP	9′ x 10½′ ..... FRPTG	12′ x 15′ ..... FRPZM
	9′ x 12′ ..... FRPUH	

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4380 Standard Rug

3′ x 9′	FRDTK	7½′ x 9′	FREBL	9′ x 15′	FREHA
3′ x 12′	FRDUL	9′ x 9′	FRECI	12′ x 12′	FRDVM
6′ x 9′	FREAU	9′ x 10½′	FREDO	12′ x 15′	FRDWN
		9′ x 12′	FREEY		

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4381 Standard Rug

3′ x 9′ ..... FRDXO	7½′ x 9′ ..... FRHDP	9′ x 15′ ..... FRHIU
3′ x 12′ ..... FRDYP	9′ x 9′ ..... FRHEQ	12′ x 12′ ..... FRDZQ
6′ x 9′ ..... FRHCO	9′ x 10½′ ..... FRHFR	12′ x 15′ ..... FRIAO
	9′ x 12′ ..... FRHGS	

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4382 Standard Rug

3′ x 9′ ..... FRIBZ	7½′ x 9′ ..... FRNAL	9′ x 15′ ..... FRNEQ
3′ x 12′ ..... FRICY	9′ x 9′ ..... FRNBM	12′ x 12′ ..... FRIDX
6′ x 9′ ..... FRIGO	9′ x 10½′ ..... FRNCO	12′ x 15′ ..... FRIEW
	9′ x 12′ ..... FRNDP	

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4383 Standard Rug

3′ x 9′.....FRIFV	7½′ x 9′.....FRNJU	9′ x 10½′.....FRNLV
6′ x 9′.....FRNHT		9′ x 12′.....FRVAN

DISCONTINUED

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

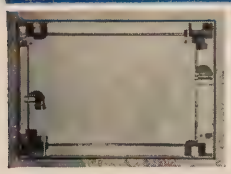
No. 1390 Standard Rug

3′ x 9′	FRIHU	7½′ x 9′	FRJCP	9′ x 15′	FRJGL
3′ x 12′	FRIJS	9′ x 9′	FRJDO	12′ x 12′	FRJHK
6′ x 9′	FRJAG	9′ x 10½′	FRJEN	12′ x 15′	FRJID
		9′ x 12′	FRJFM		

KENT FLOORCOVERING
DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/6 scale)



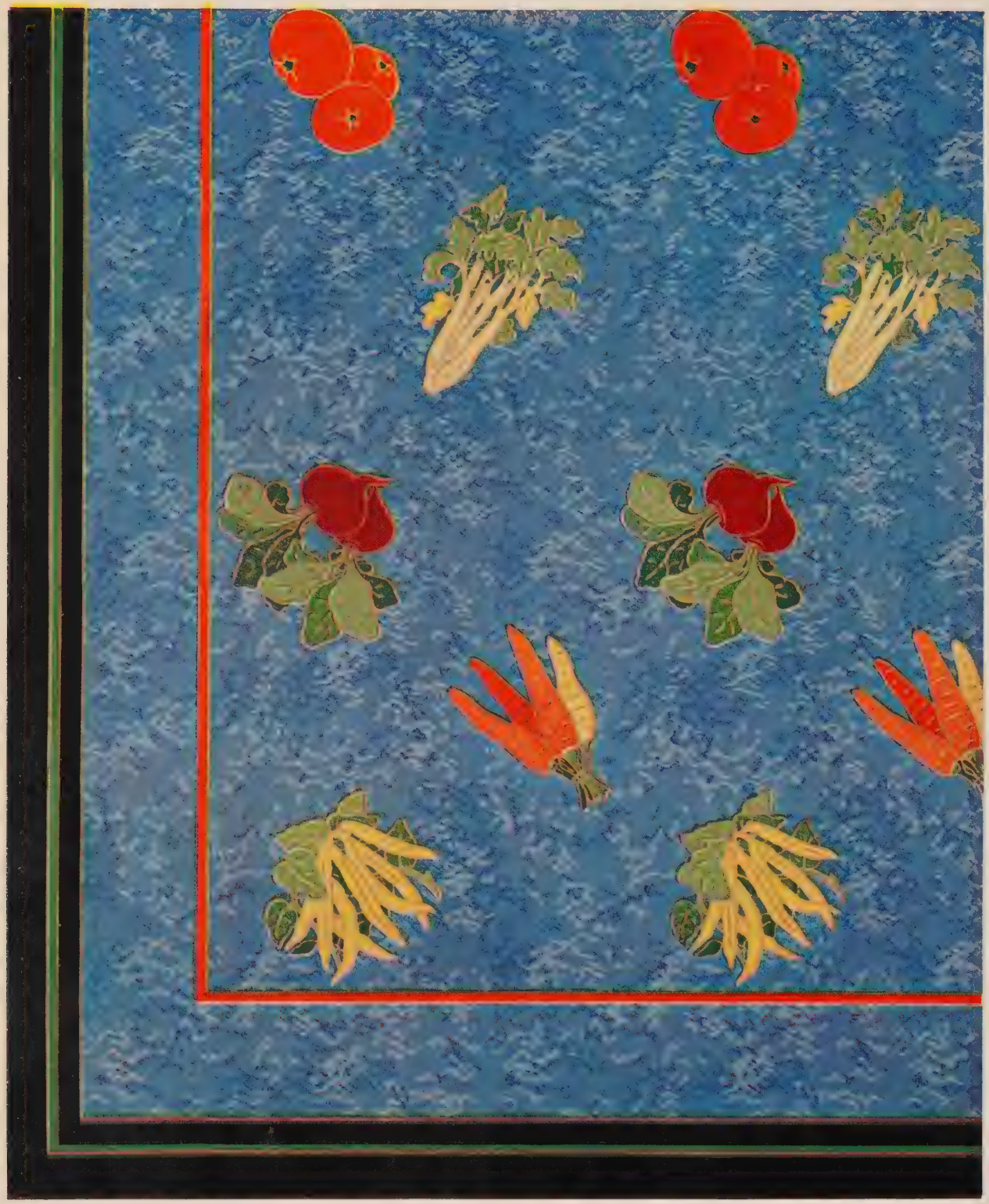
No. 4392 Standard Rug

KENT FLOORCOVERING

3′ x 9′	FRIKR	7½′ x 9′	FREVR	9′ x 12′	FREGP
3′ x 12′	FRILQ	9′ x 10½′	FREFM	12′ x 12′	FREJS
6′ x 9′	FREST			12′ x 15′	FREKV

DISCONTINUED

KENT FLOORCOVERING



ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4400 Standard Rug

3′ x 9′.....FRABD	7½′ x 9′.....FRAEG	9′ x 12′.....FRAGI
3′ x 12′.....FRACE	9′ x 10½′.....FRAFH	12′ x 12′.....FRAHJ
6′ x 9′.....FRADF		12′ x 15′.....FRAIK

DISCONTINUED

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

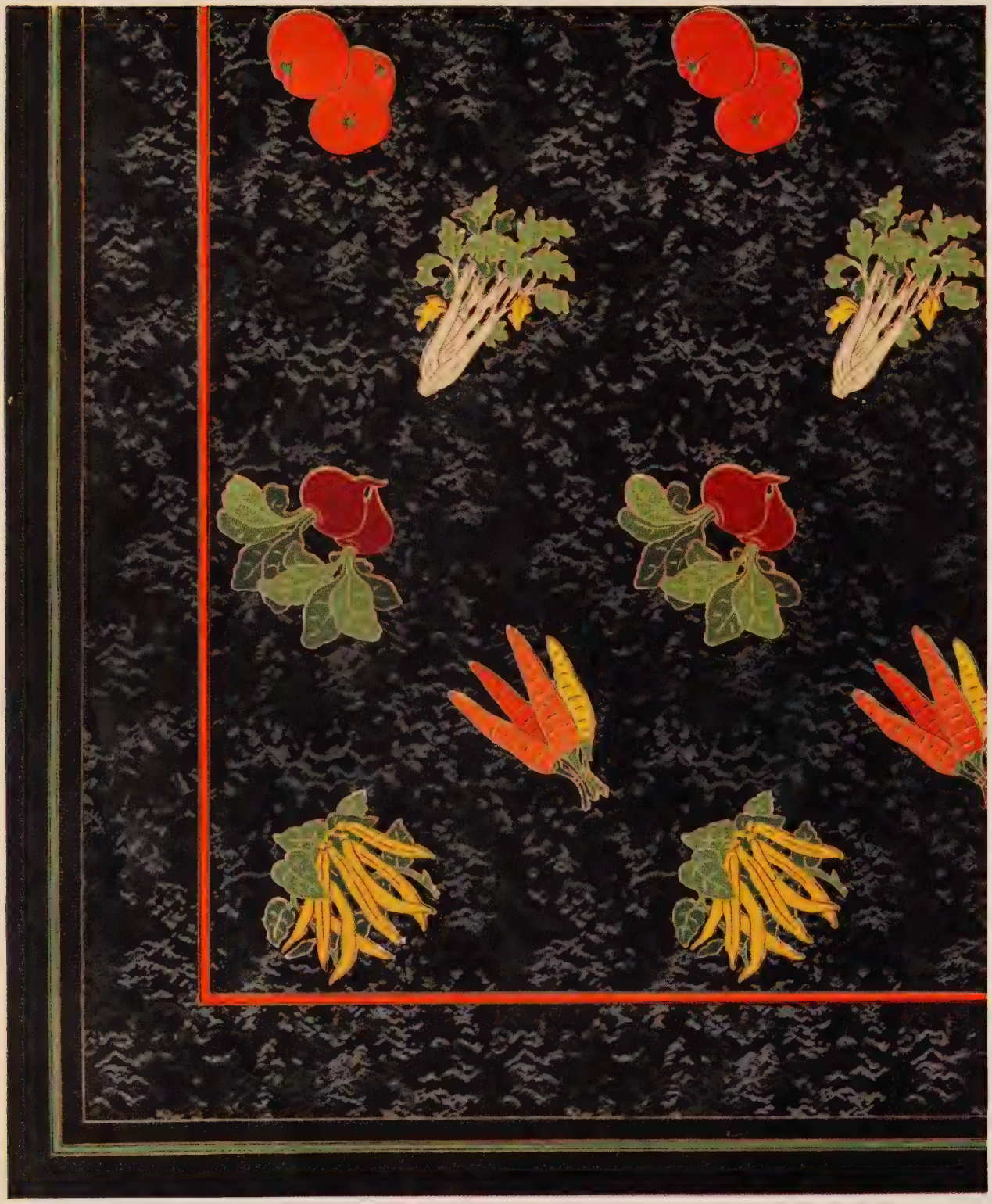
KENT FLOORCOVERING

No. 4401 Standard Rug

3′ x 9′	FRAJL	7½′ x 9′	FRAMO	9′ x 12′	FRAOQ
3′ x 12′	FRAKM	9′ x 10½′	FRANP	12′ x 12′	FRAPR
6′ x 9′	FRALN			12′ x 15′	FRAQS

DISCONTINUED

KENT FLOORCOVERING



ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4402 Standard Rug

3′ x 9′.....FRASU	7½′ x 9′.....FRAVX	9′ x 12′.....FRAXZ
3′ x 12′.....FRATV	9′ x 10½′.....FRAWY	12′ x 12′.....FRAYA
6′ x 9′.....FRAUW		12′ x 15′.....FRAZB

DISCONTINUED

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

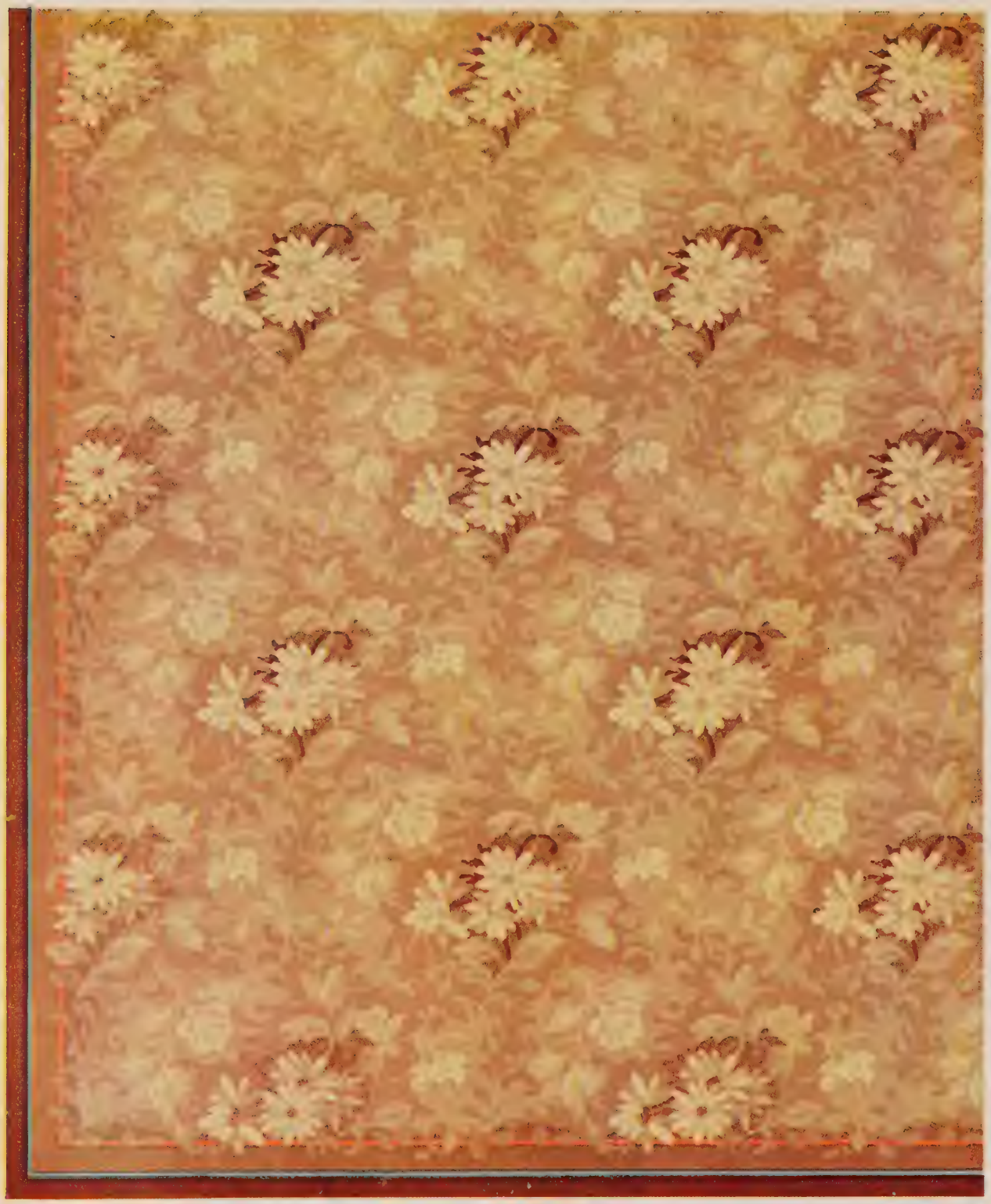
KENT FLOOR COVERING

No. 4403 Standard Rug

3′ x 9′.....FRDBR	7½′ x 9′.....FRDHW	9′ x 15′.....FRDMB
3′ x 12′.....FRDCS	9′ x 9′.....FRDJX	12′ x 12′.....FRDNC
6′ x 9′.....FRDEU	9′ x 10½′.....FRDKY	12′ x 15′.....FRDOD
	9′ x 12′.....FRDLZ	

DISCONTINUED

KENT FLOOR COVERING



ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 1410 Standard Rug

3′ x 9′	FRIMP	7½′ x 9′	FRIPM	9′ x 15′	FRITI
3′ x 12′	FRINO	9′ x 9′	FRIQL	12′ x 12′	FRIUH
6′ x 9′	FRION	9′ x 10½′	FRIRK	12′ x 15′	FRIVE
		9′ x 12′	FRISJ		

KENT FLOORCOVERING

ARMSTRONG'S

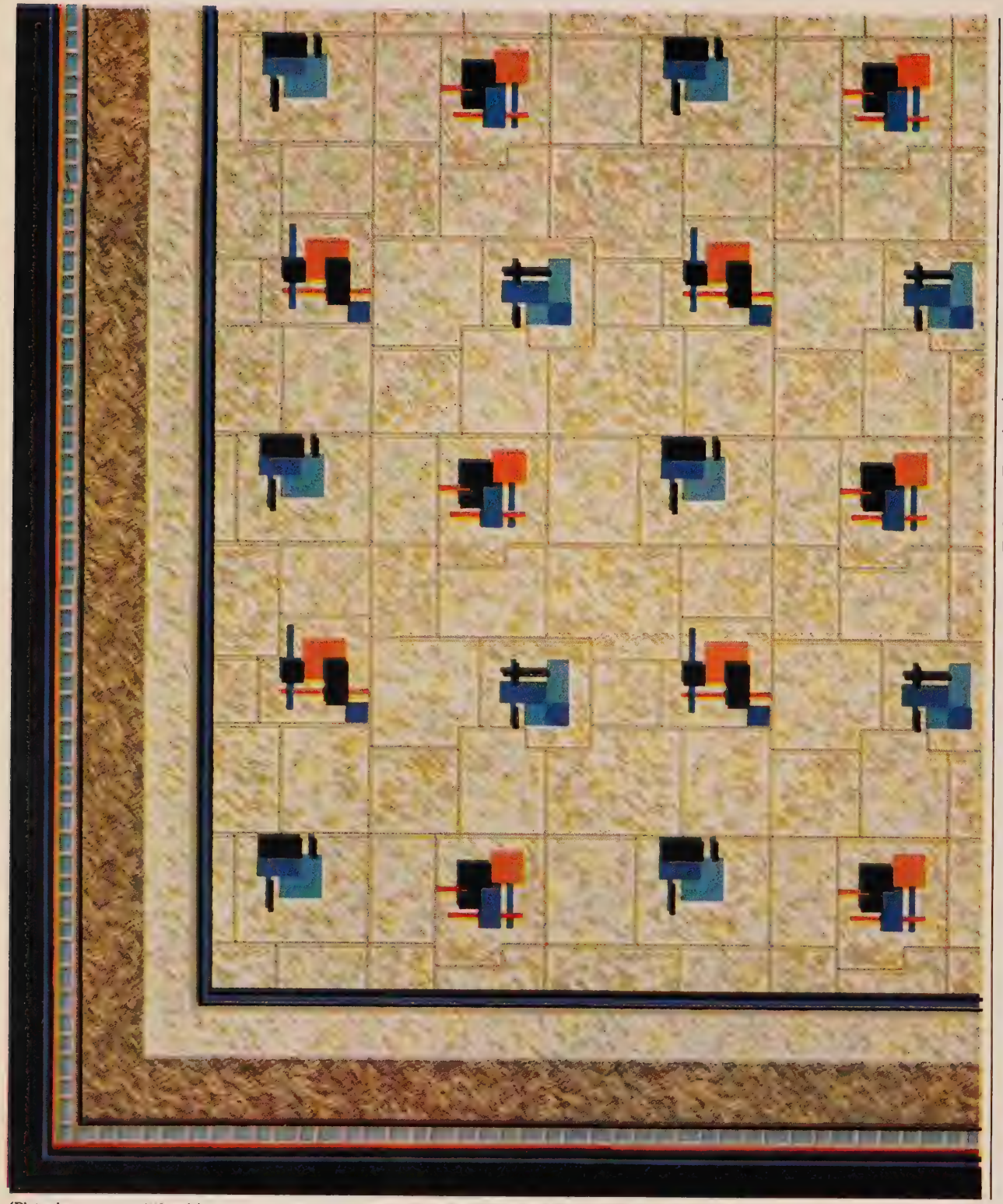
(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4411 Standard Rug

3′ x 9′ ..... FRIWE	7½′ x 9′ ..... FRIZB	9′ x 15′ ..... FRODK
3′ x 12′ ..... FRIXD	9′ x 9′ ..... FROAH	12′ x 12′ ..... FROEL
6′ x 9′ ..... FRIYC	9′ x 10½′ ..... FROBI	12′ x 15′ ..... FROFM
	9′ x 12′ ..... FROCJ	

KENT FLOORCOVERING



ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

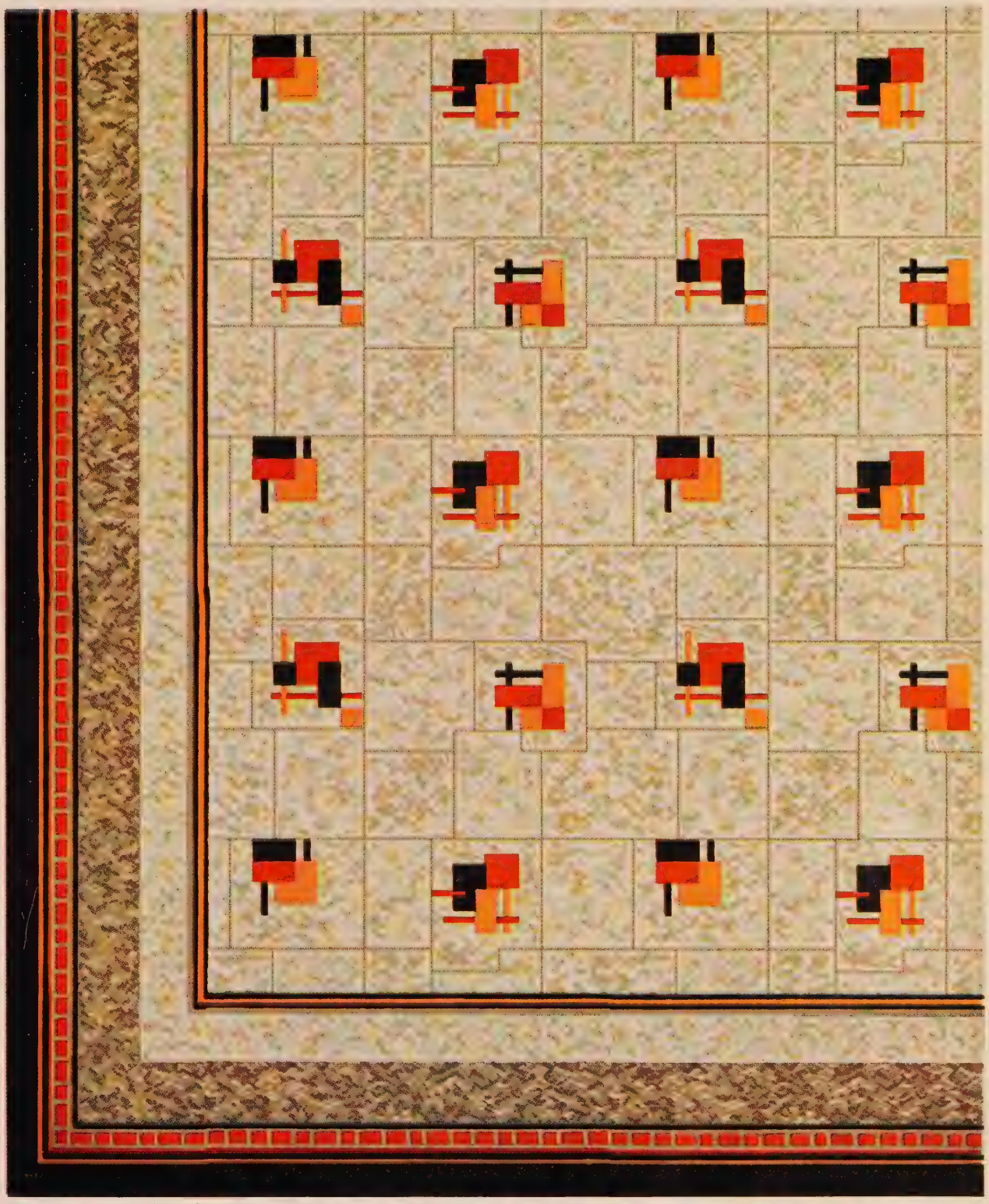
No. 4120 Standard Rug

3′ x 9′ ..... FROGN	7½′ x 9′ ..... FROJQ	9′ x 15′ ..... FRONU
3′ x 12′ ..... FROHO	9′ x 9′ ..... FROKR	12′ x 12′ ..... FROOV
6′ x 9′ ..... FROIP	9′ x 10½′ ..... FROLS	12′ x 15′ ..... FROPW
	9′ x 12′ ..... FROMT	

DISCONTINUED

KENT FLOORCOVERING

ARMSTRONG'S



(Plate shows approx. 1/6 scale)

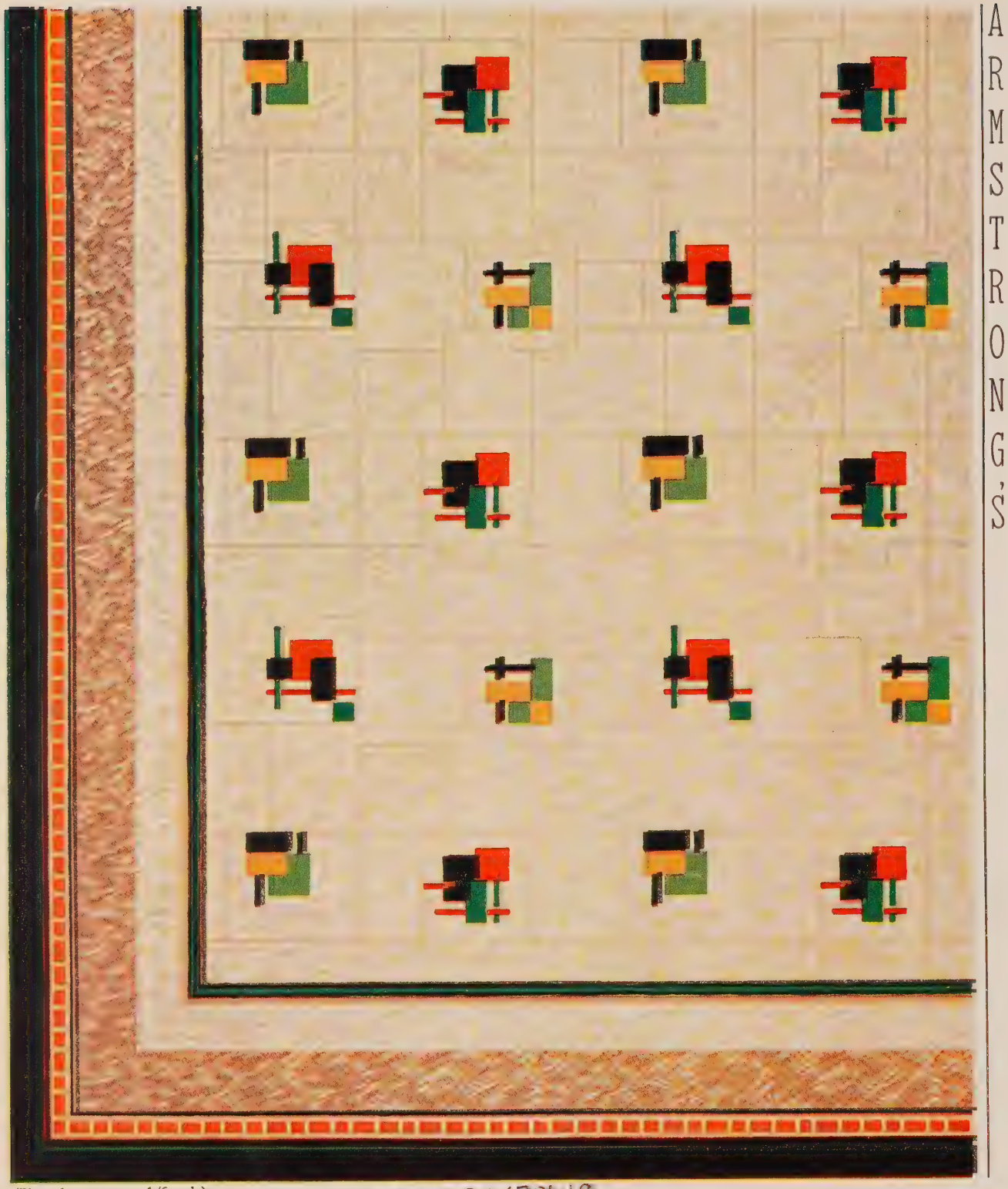
KENT FLOORCOVERING

No. 4421 Standard Rug

3′ x 9′ ..... FROQX	7½′ x 9′ ..... FROTA	9′ x 15′ ..... FROXE
3′ x 12′ ..... FRORY	9′ x 9′ ..... FROUB	12′ x 12′ ..... FROYF
6′ x 9′ ..... FROSZ	9′ x 10½′ ..... FROVC	12′ x 15′ ..... FROZG
	9′ x 12′ ..... FROWD	

DISCONTINUED

KENT FLOORCOVERING



(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4422 Standard Rug

3′ x 9′ ..... FRSAJ	7½′ x 9′ ..... FRSDM	9′ x 15′ ..... FRSHQ
3′ x 12′ ..... FRSBK	9′ x 9′ ..... FRSEN	12′ x 12′ ..... FRSIR
6′ x 9′ ..... FRSCL	9′ x 10½′ ..... FRSFO	12′ x 15′ ..... FRSJS
	9′ x 12′ ..... FRSGP	

KENT FLOORCOVERING

ARMSTRONG'S

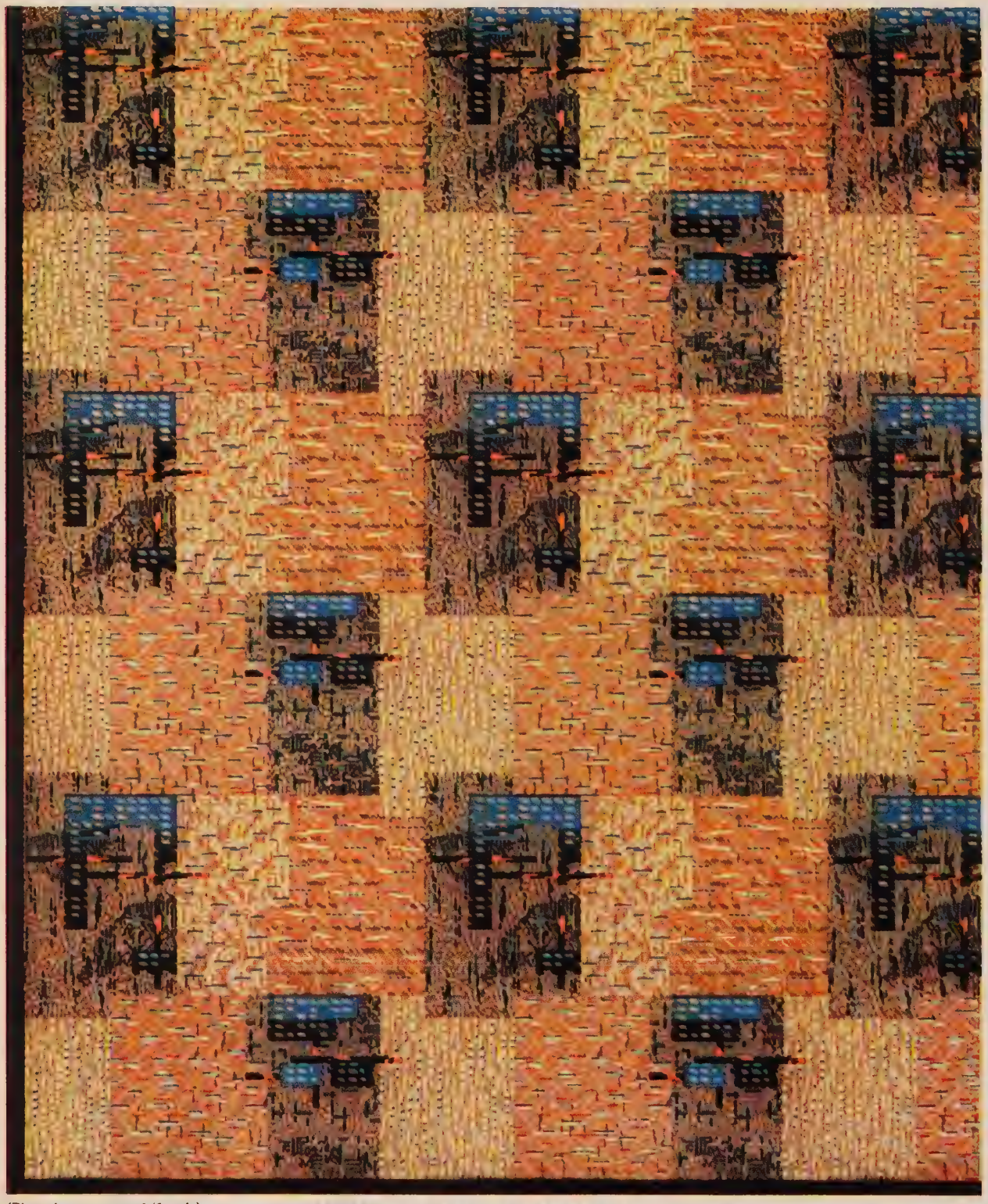
(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4460 Standard Rug

3′ x 9′	FRSKT	7½′ x 9′	FRSNW	9′ x 15′	FRSRA
3′ x 12′	FRSLU	9′ x 9′	FRSOX	12′ x 12′	FRSSB
6′ x 9′	FRSMV	9′ x 10½′	FRSPY	12′ x 15′	FRSTC
		9′ x 12′	FRSQZ		

KENT FLOORCOVERING



ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOORCOVERING

No. 4431 Standard Rug

3′ x 9′ ..... FRSUD	7½′ x 9′ ..... FRSXG	9′ x 15′ ..... FRMBM
3′ x 12′ ..... FRSVE	9′ x 9′ ..... FRSYH	12′ x 12′ ..... FRMCN
6′ x 9′ ..... FRSWF	9′ x 10½′ ..... FRSZI	12′ x 15′ ..... FRMDO
	9′ x 12′ ..... FRMAL	

DISCONTINUED

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

KENT FLOOR COVERING

No. 11620 Standard Rug

3′ x 9′	FRMEP	7½′ x 9′	FRVUB	9′ x 15′	FRXEG
3′ x 12′	FRMFQ	9′ x 9′	FRWAT	12′ x 12′	FRMGR
6′ x 9′	FRVIN	9′ x 10½′	FRWOM	12′ x 15′	FRMHS
		9′ x 12′	FRWYR		

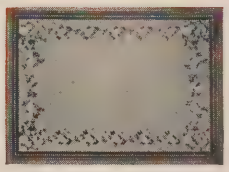
KENT FLOOR COVERING

(Plate shows approx. 1/6 scale)

KENT FLOOR COVERING

No. 11621 Standard Rug

3′ x 9′.....FRMIT	7½′ x 9′.....FRYNA	9′ x 10½′.....FRYPE
6′ x 9′.....FRYFI		9′ x 12′.....FRYUT



KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/6 scale)

No. 11624 Standard Rug

KENT FLOORCOVERING

3′ x 9′ ..... FRMJU	7½′ x 9′ ..... FRBMY	9′ x 15′ ..... FRBNU
3′ x 12′ ..... FRMKV	9′ x 9′ ..... FRBNA	12′ x 12′ ..... FRMLW
6′ x 9′ ..... FRBME	9′ x 10½′ ..... FRBNE	12′ x 15′ ..... FRMNY
	9′ x 12′ ..... FRBNO	

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 11101 Standard Floor Covering

Code Words: 2 yards...TFVID, 3 yards...TFEEV, 4 yards...TFEMU

DISCONTINUED

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 11122 Standard Floor Covering

Code Words: 2 yards...TFNAM, 3 yards...TFNAR, 4 yards...TFENV

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12280 Standard Floor Covering

Code Words: 2 yards...TFVLY, 3 yards...TFVPU, 4 yards...TFEOW

DISCONTINUED

KENT FLOORCOVERING

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12281 Standard Floor Covering

Code Words: 2 yards...TFKAN, 3 yards...TFKBO, 4 yards...TFEPX

DISCONTINUED

KENT FLOOR COVERING

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12330 Standard Floor Covering

Code Words: 2 yards...TFHEK, 3 yards...TFHIN, 4 yards...TFERZ

DISCONTINUED

ARMSTRONG'S

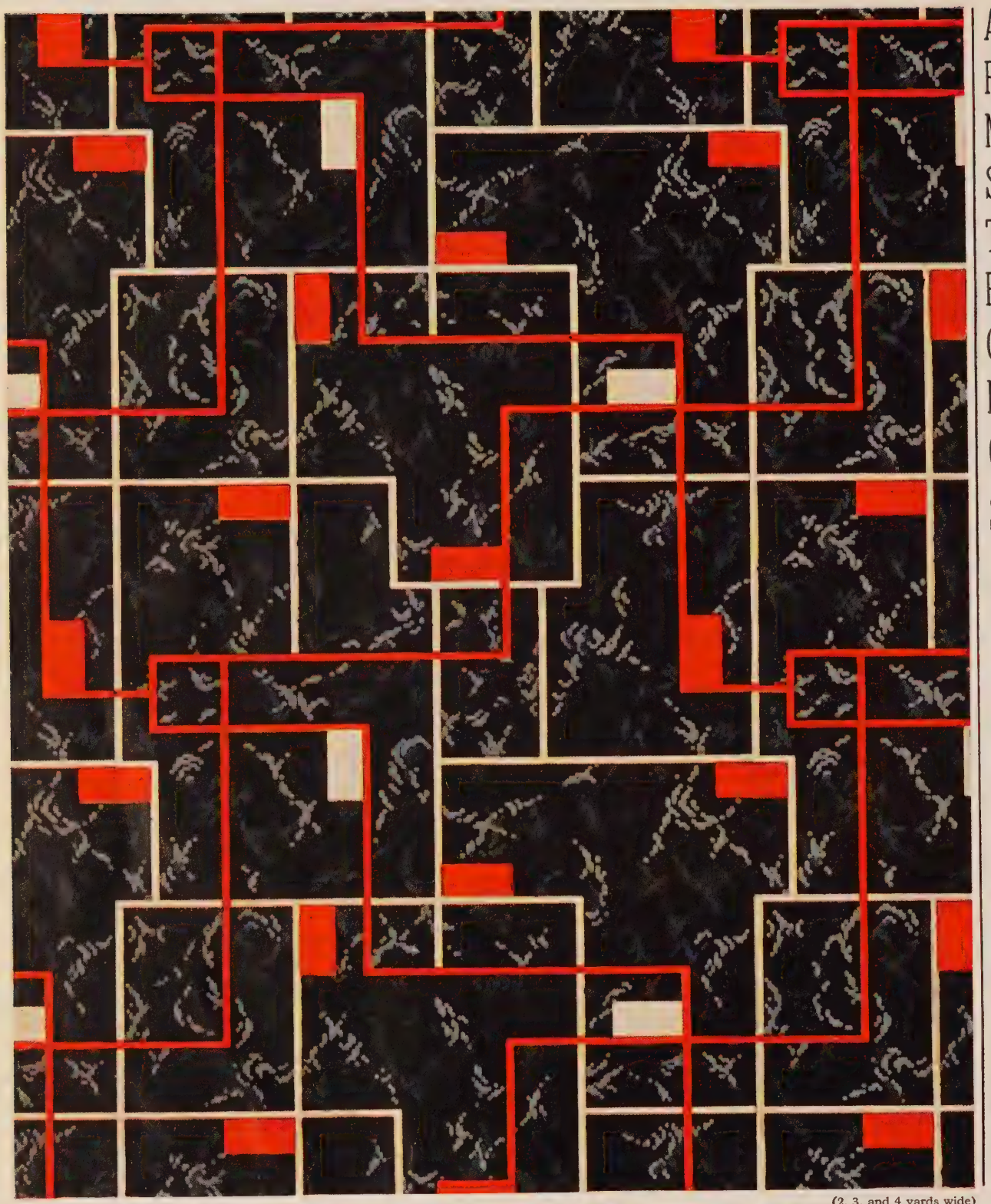
(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12331 Standard Floor Covering

Code Words: 2 yards...TFHUF, 3 yards...TFHYZ, 4 yards...TFDAL

DISCONTINUED



(Plate shows approx. 1/4 scale)

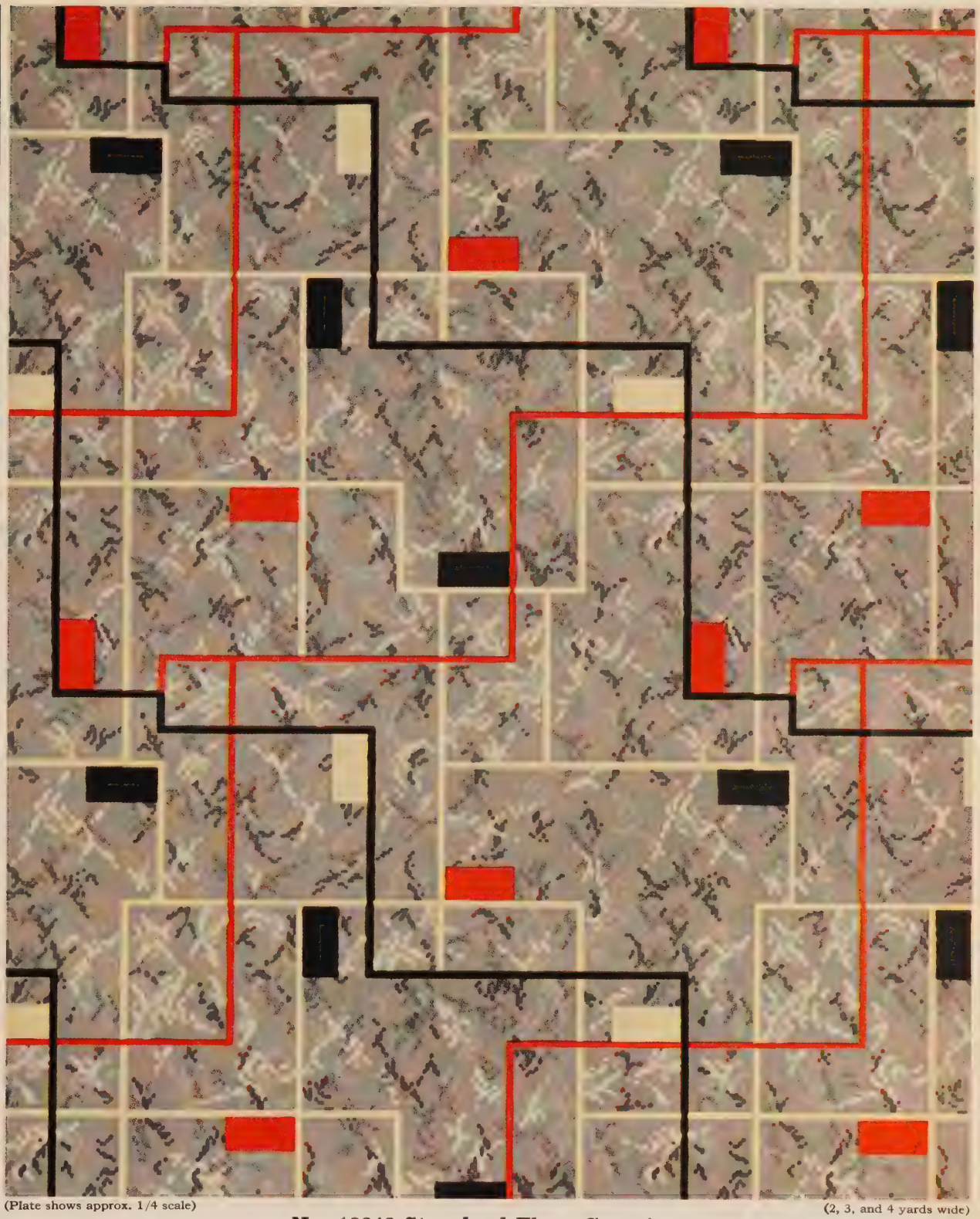
(2, 3, and 4 yards wide)

No. 12340 Standard Floor Covering

Code Words: 2 yards...TFUMD, 3 yards...TFURG, 4 yards...TFDBM

DISCONTINUED

ARMSTRONG'S



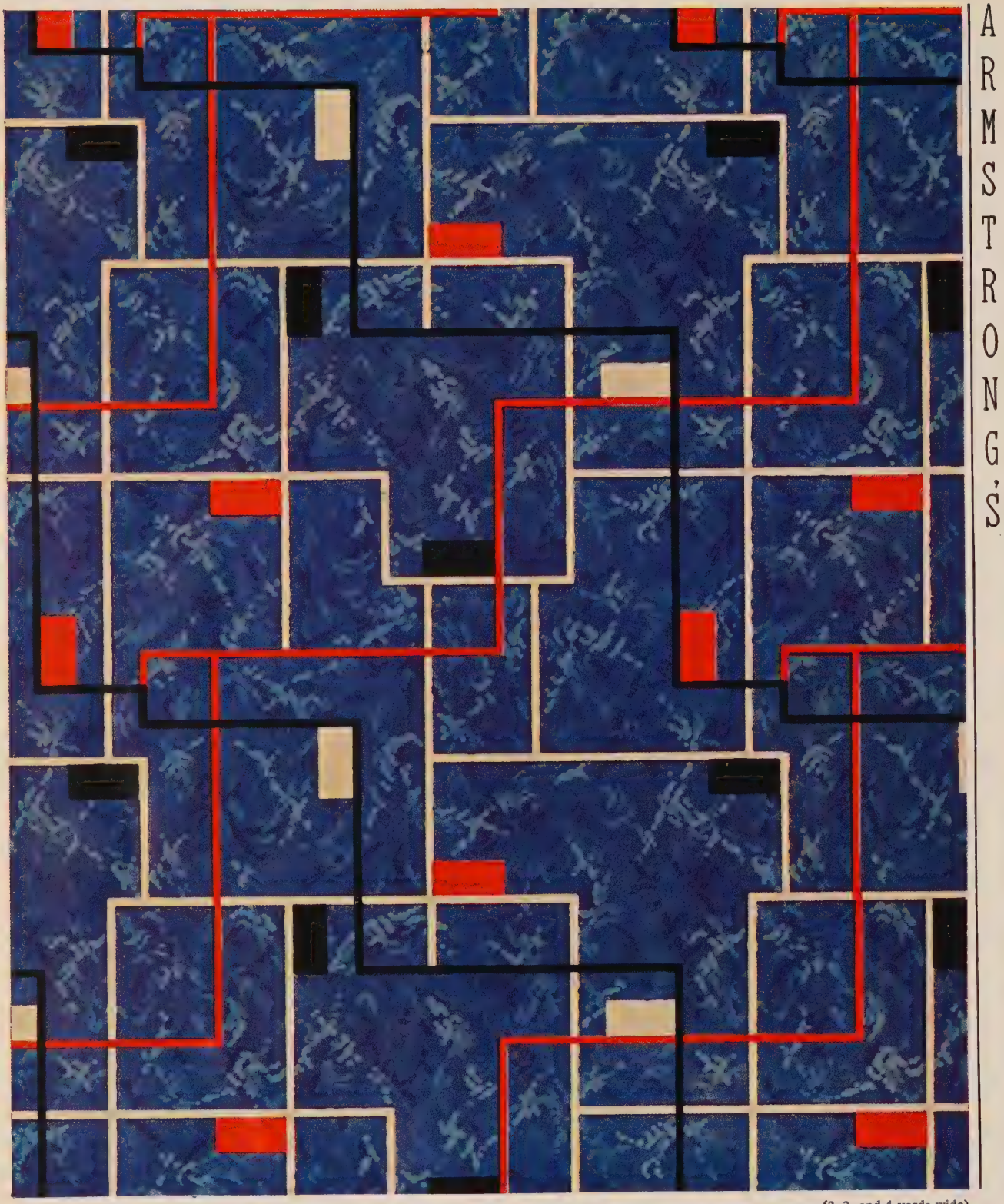
(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12342 Standard Floor Covering

Code Words: 2 yards...TFYJU, 3 yards...TFYRC, 4 yards...TFDCN

DISCONTINUED



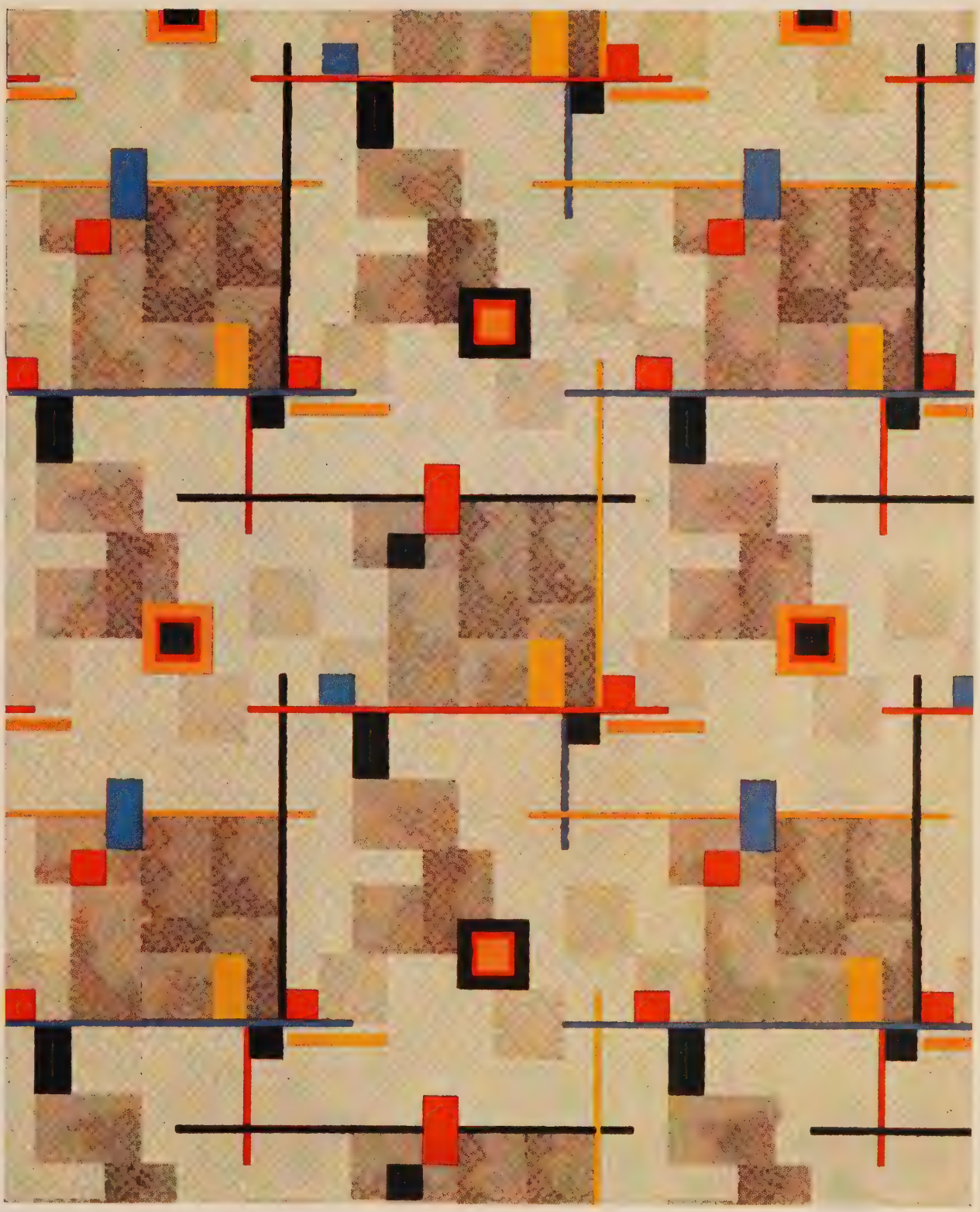
(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12343 Standard Floor Covering

Code Words: 2 yards...TFMSJ, 3 yards...TFMTK, 4 yards...TFMUL

ARMSTRONG'S

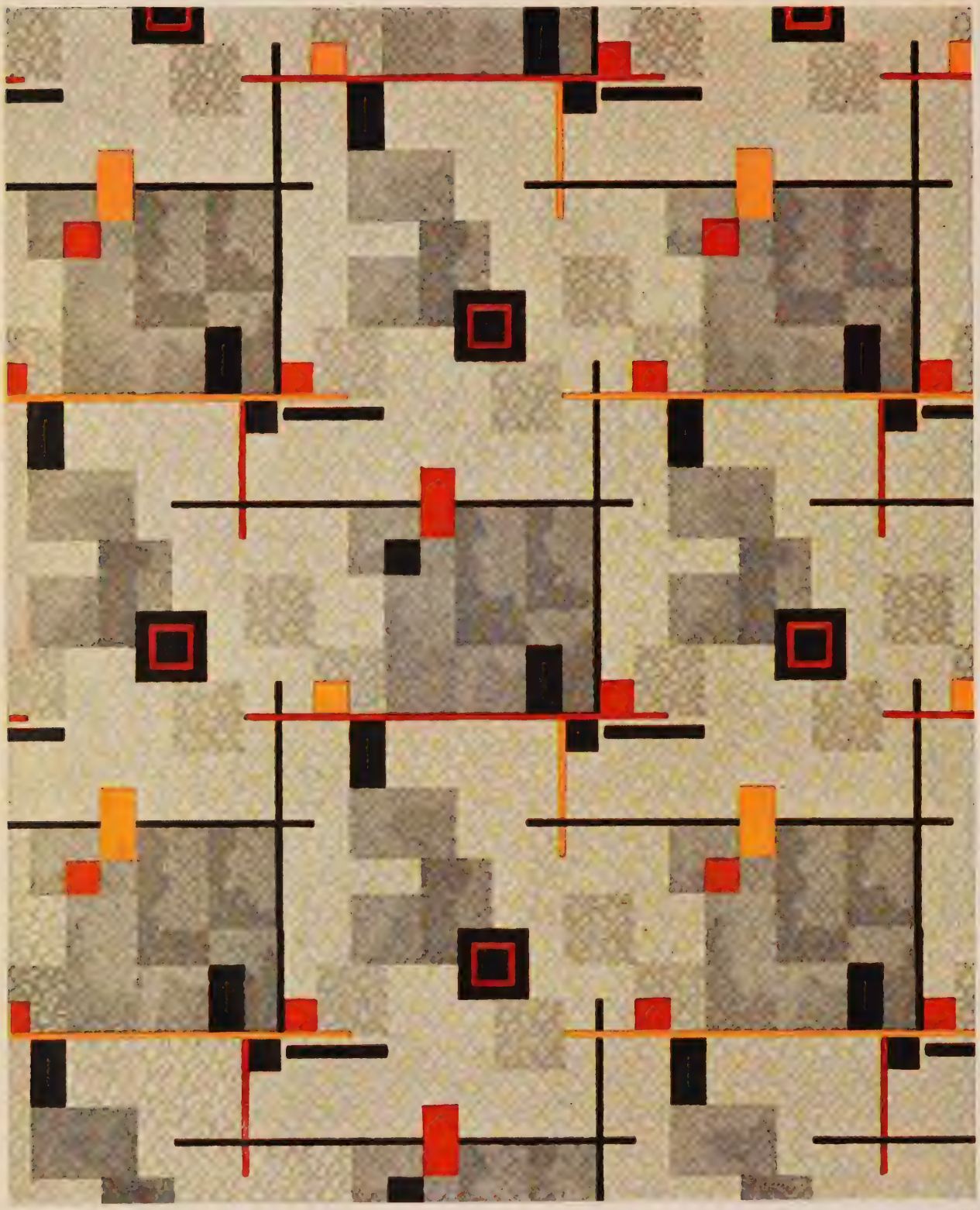


(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12350 Standard Floor Covering

Code Words: 2 yards...TFMDU, 3 yards...TFMED, 4 yards...TFMFS



ARMSTRONG'S

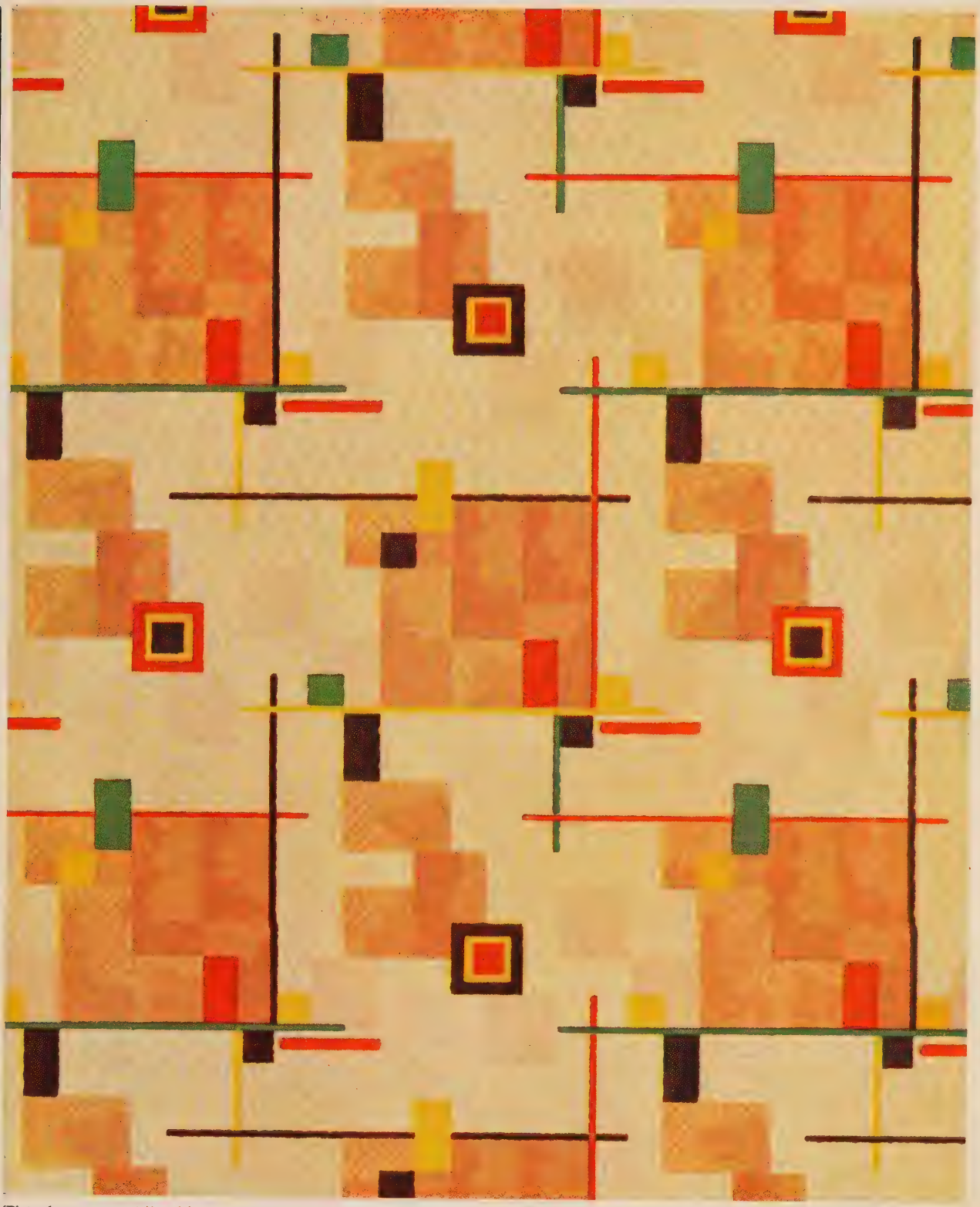
(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12351 Standard Floor Covering

Code Words: 2 yards...TFMJO, 3 yards...TFMLU, 4 yards...TFMME

ARMSTRONG'S

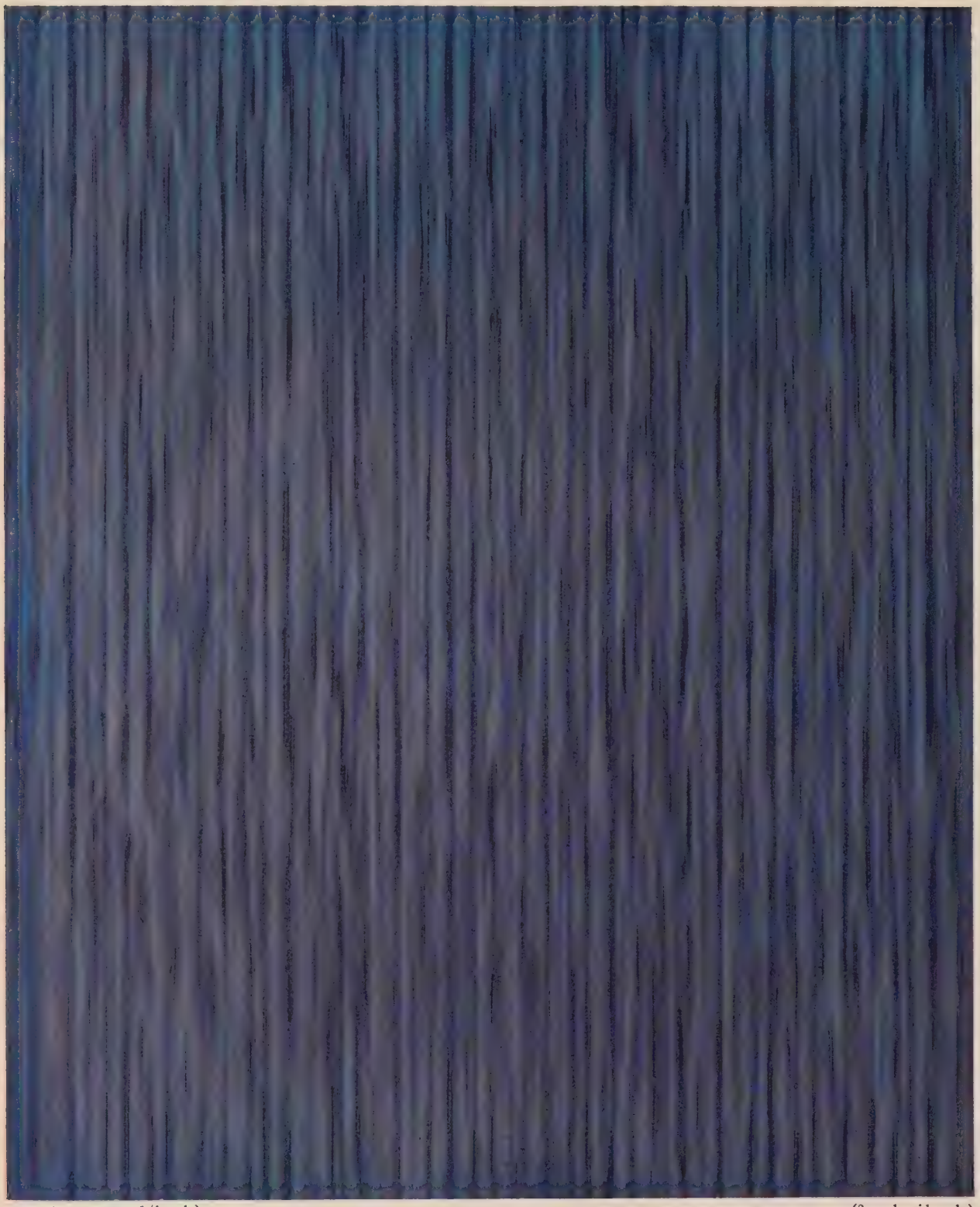


(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12352 Standard Floor Covering

Code Words: 2 yards...TFMOF, 3 yards...TFMPI, 4 yards...TFMRG



ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 12360 Standard Floor Covering

Code Word: TFAET

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 12361 Standard Floor Covering

Code Word: TFAFO

DISCONTINUED

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 12362 Standard Floor Covering

Code Word: TFAGP

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 12363 Standard Floor Covering

Code Word: TFAHR

ARMSTRONG'S

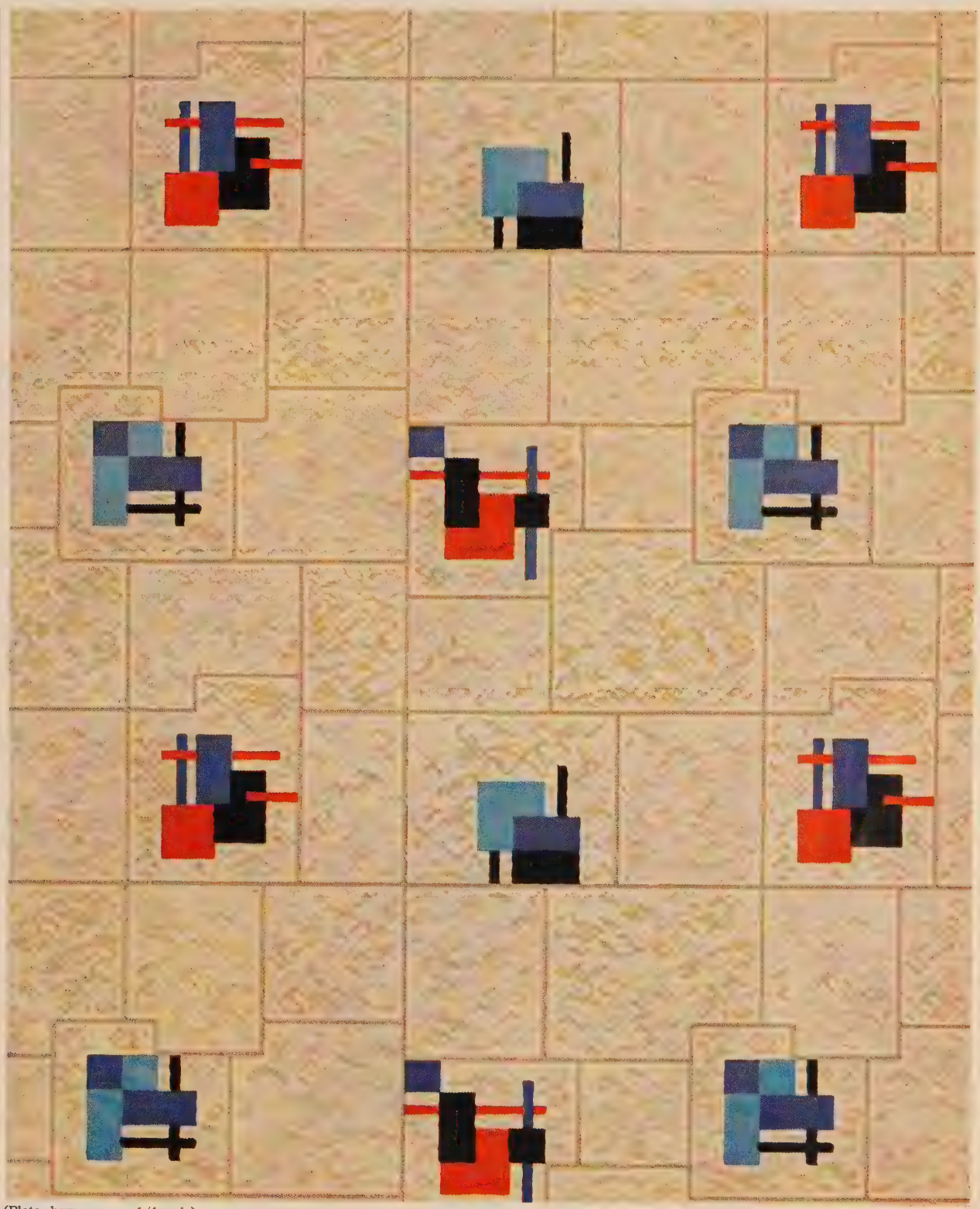
(Plate shows approx. 1/4 scale)

(2 yards wide only)

No. 12364 Standard Floor Covering

Code Word: TFAIS

DISCONTINUED

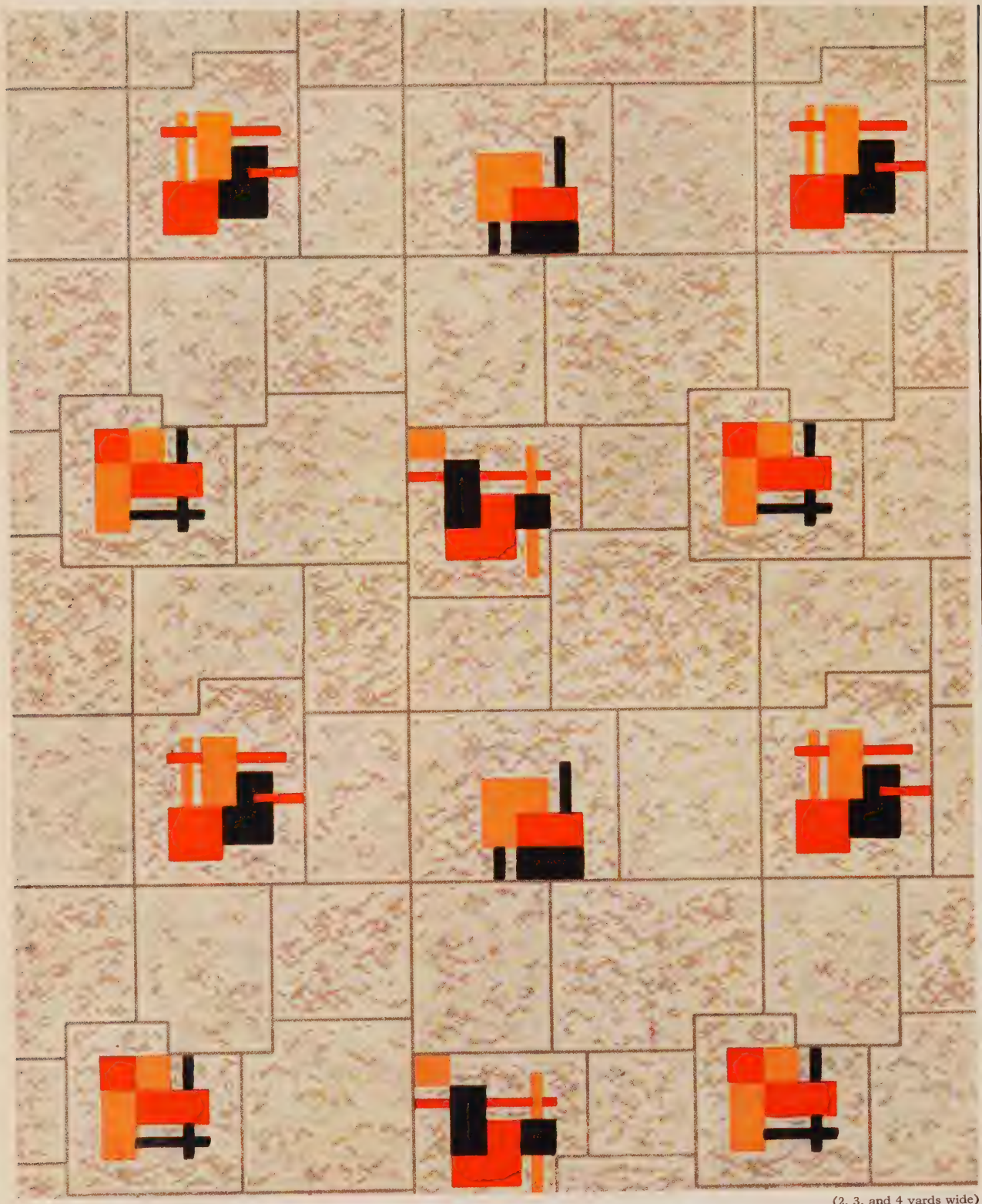


(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12370 Standard Floor Covering

Code Words: 2 yards...TFESA, 3 yards...TFETB, 4 yards...TFEUC



ARMSTRONG'S

(Plate shows approx. 1/4 scale)

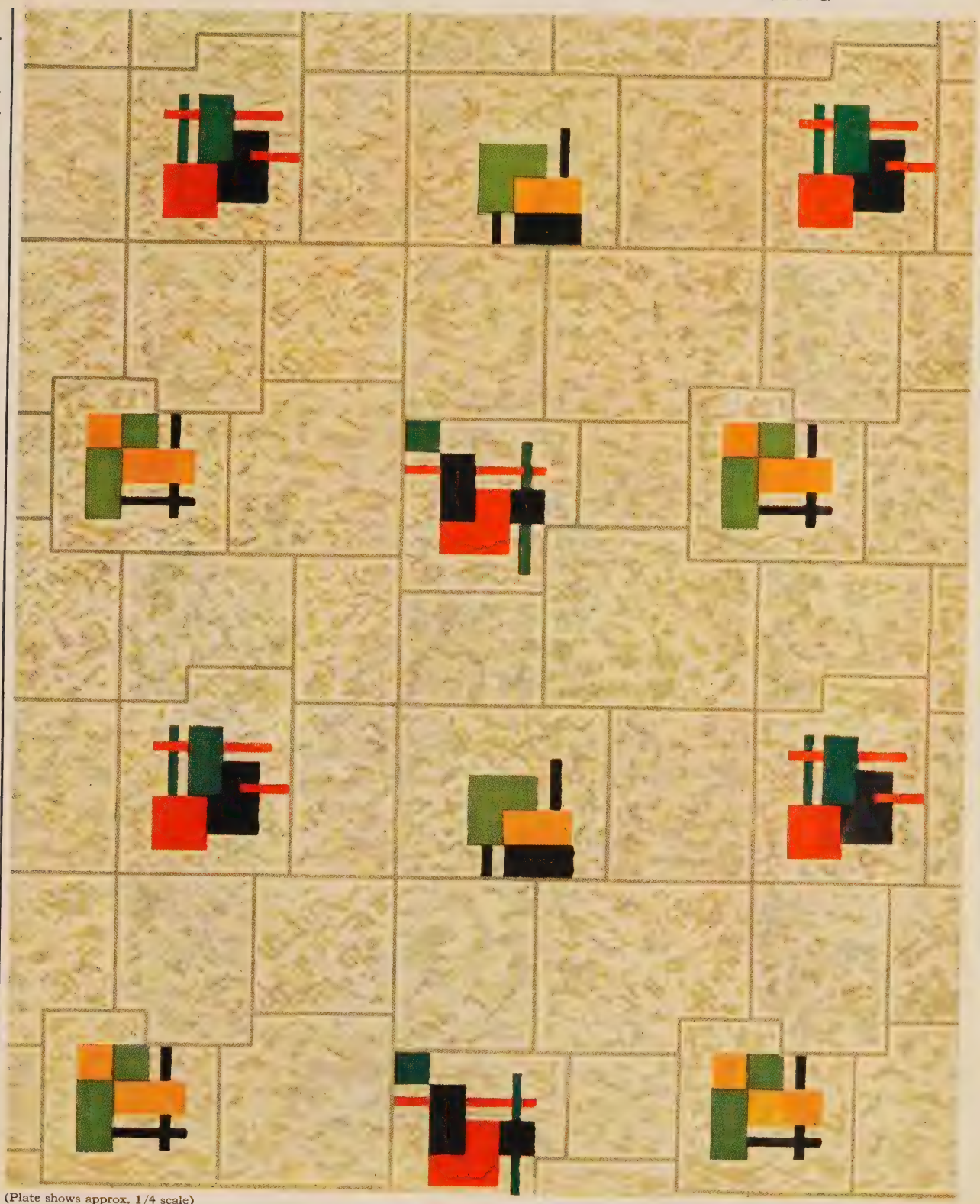
(2, 3, and 4 yards wide)

No. 12371 Standard Floor Covering

Code Words: 2 yards...TFEVD, 3 yards...TFEWE, 4 yards...TFEZH

DISCONTINUED

ARMSTRONG'S

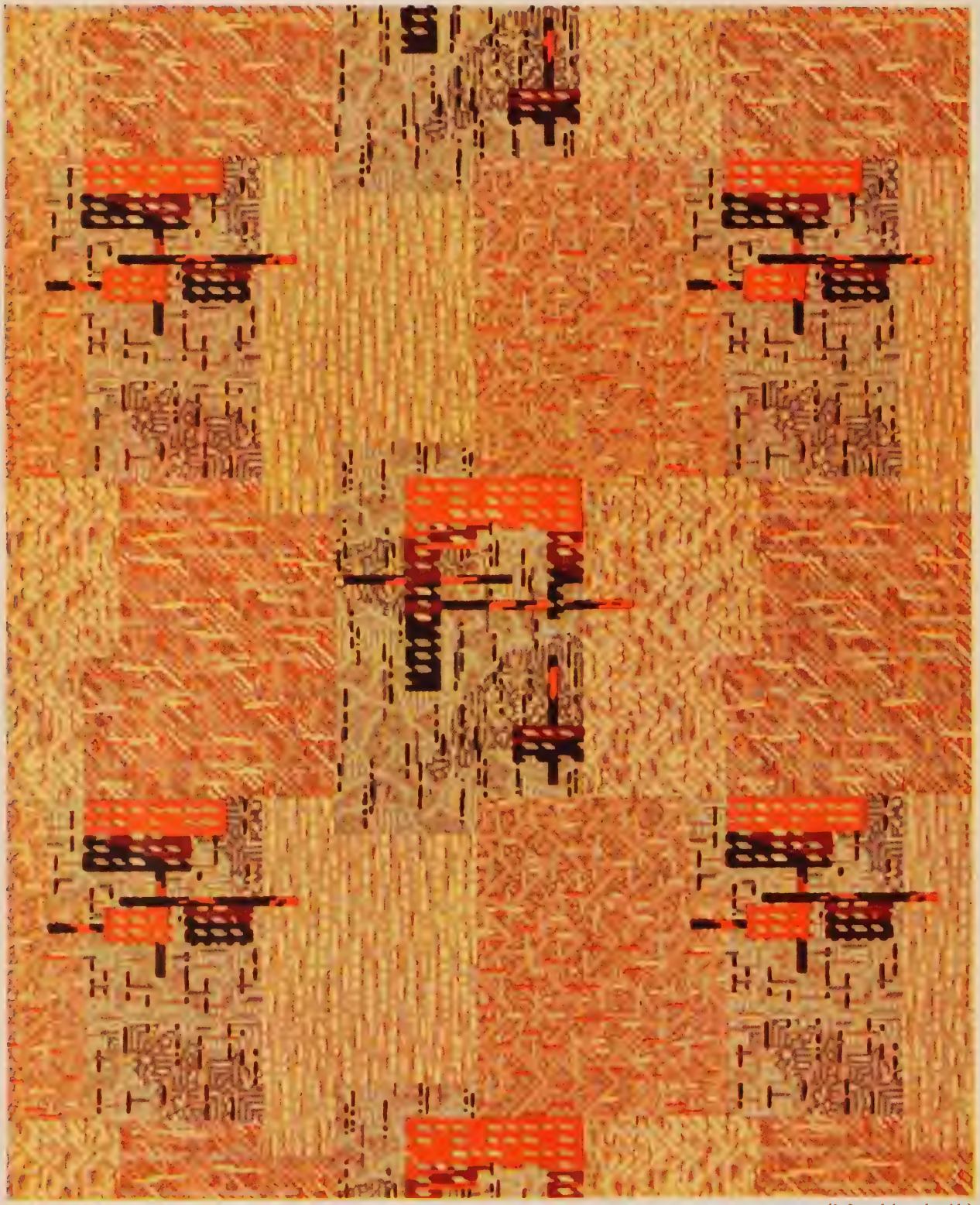


(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12372 Standard Floor Covering

Code Words: 2 yards...TFEBJ, 3 yards...TFECK, 4 yards...TFEDL



ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12380 Standard Floor Covering

Code Words: 2 yards...TFEFN, 3 yards...TFEGO, 4 yards...TFEHP

ARMSTRONG'S

(Plate shows approx. 1/4 scale)

(2, 3, and 4 yards wide)

No. 12381 Standard Floor Covering

Code Words: 2 yards...TFEJR, 3 yards...TFEKS, 4 yards...TFELT

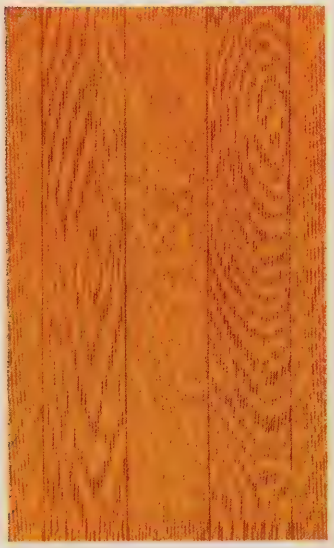
DISCONTINUED

No. P300 Armstrong's Standard Passage Covering
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word: SCWAN

No. P301 Armstrong's Standard Passage Covering
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word: SCWEL

ARMSTRONG'S RUG BORDERS SAVE WORK

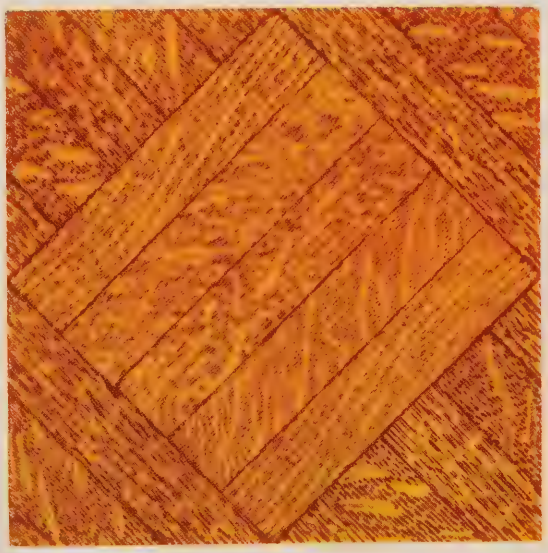
In response to persistent demand, Armstrong has introduced an entirely new line of rug borders for all types of rooms. Suitable accompaniments to fabric rugs of all kinds, the new designs offer not only beauty but a maximum of serviceability. Excellent reproductions of fine wood floors are seen in these three new patterns, No. 57, light oak plank floor design; No. 58, dark oak planking; and No. 59, a high-grade parquetry.



(Plate shows approx. 1/4 scale)

No. 57 Rug Border

24 inches, 36 inches, and 2 yards wide
Code Words: 24 inches...RBEDS, 36 inches...RBEIX, 2 yards...RBELA



(Plate shows approx. 1/4 scale)

No. 59 Rug Border

36 inches and 2 yards wide
Code Words: 36 inches...RBESH, 2 yards...RBECR

(Plate shows approx. 1/4 scale)

No. 58 Rug Border

24 inches, 36 inches, and 2 yards wide
Code Words: 24 inches...RBEMB, 36 inches...RBENC, 2 yards...RBEOD

ARMSTRONG'S MASTIC ARMOFLOR FOR COMMERCIAL APPLICATIONS PROVIDES A NEAT, DURABLE FLOORING AT LOW COST

ARMSTRONG'S Mastic Armoflor consists of a calendered mastic mix keyed to a backing of tough asphalt-saturated felt. It was especially developed to meet the demand for an inexpensive flooring in areas where low initial cost and reasonable durability are more important to the purchaser than the greater variety of colorings and designs available in linoleum.

INSTALLED WITHOUT LINING FELT

Mastic Armoflor is pasted direct to the subfloor, without the use of lining felt of any kind. With Armstrong's Linoleum Paste, it can be installed over suspended wood, suspended concrete, and suspended ceramic tile, marble, or terrazzo subfloors.

Another important advantage is that Mastic Armoflor can be installed on concrete, ceramic tile, marble, or terrazzo subfloors that are in direct contact with the ground, on but not below grade level. For such installations, the Mastic Armoflor is bonded direct to the subfloor with Armstrong's Mastic Cement.

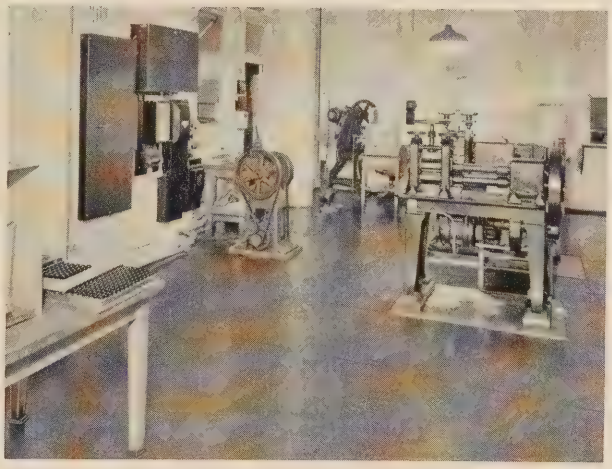
Because Mastic Armoflor can be used on grade-level floors in direct contact with the ground, where the use of linoleum, Linoflor, or felt-base material is not desirable, the Armstrong dealer can bid on flooring installations that would be closed to him otherwise.

Some idea of the durability of Mastic Armoflor can be obtained from the fact that it is now widely used in hundreds of buses and street cars. Its satisfactory wearing qualities under the wet, gritty traffic to which it is constantly exposed in such areas indicate that it should stand up well under typical service conditions in warehouses, vaults, recreation rooms, laundries, waiting rooms, stores, showrooms, workshops, and other commercial properties where durable, low-cost flooring is required.

The four plain colors that are available—red, green, brown, and black—make this material adaptable to a wide variety of uses. Floors can be made more attractive by combining two or more of the colors, if desirable. Complete specifications for installing Mastic Armoflor over various subfloors can be obtained upon request from Armstrong Cork Company, Floor Division, Lancaster, Pennsylvania.

Mastic Armoflor should not be used on below-grade floors in direct contact with the ground, nor in areas where it will be subjected to the spilling of oil, fat, or grease. It is not recommended for on-grade concrete subfloors that will be subject to hydrostatic pressure.

Maintenance of Mastic Armoflor is easy and inexpensive. The material should be swept or dry-mopped daily to remove surface dirt. For cleaning, Armstrong's Floor Cleaner should be applied full strength or diluted with lukewarm water, depending upon the condition of the floor. Periodically, the Mastic Armoflor should be thoroughly waxed with Armstrong's Linogloss Wax.



Typical installation of Mastic Armoflor in an industrial building where low-cost but wear-resistant flooring was required. This floor is installed in the mechanical department of a Minneapolis dental supply company.

FOUR ATTRACTIVE COLORS ARE AVAILABLE IN MASTIC ARMOFLOR

No. 090 Mastic Armoflor
36 inches wide
Code Word: ARCOL

No. 091 Mastic Armoflor
36 inches wide
Code Word: ARCPM

No. 092 Mastic Armoflor
36 inches wide
Code Word: ARCQN

No. 093 Mastic Armoflor
36 inches wide
Code Word: ARCSO

ARMSTRONG'S LINING FELT AND LINOLEUM PASTE SAVE MONEY AND INSURE MORE EFFICIENT FLOORING INSTALLATIONS

THROUGH actual experience, many merchants have discovered a number of important reasons why Armstrong's Lining Felt is not only economical, but also a safeguard of good flooring and good workmanship as well. First of all, it was developed especially for floor work. Its weight is best suited for the work it is called upon to do, yet its cost is less than that of the 1½-lb. felt formerly used. Armstrong's Lining Felt is heavy enough to reduce irregularities in the subfloor, and to make the floor quieter, warmer, more comfortable, and more resilient. Also, removing linoleum from a floor on which this felt has been installed is accomplished easily, and without damage to the floor covering.

GREATER SHEARING STRENGTH

Second, a definitely greater shearing strength provides more protection for the floor covering. Because it stands up better against the seasonal expansion and contraction of the subfloor, this felt prevents many complaints due to buckling or splitting, and the resulting troublesome, costly repairs or replacements.

GREATER DENSITY

Greater density means less absorption of paste—a definite saving in materials cost on each job—without sacrificing a maximum bond with the linoleum and the subfloor. It also means that the felt can withstand scuffing and rough, fast handling during installation.

Armstrong's Lining Felt is made in the Company's own mill, under the same rigid standard of quality and uniformity as Armstrong's Floors. Every lot of felt has to pass severe tests for strength, density, and smoothness. The distinctive green color and the familiar Circle A trade-mark are guarantees of high, uniform quality. The trade-mark is printed every three feet along the roll, which serves as a convenient measuring guide.

Armstrong's Lining Felt is made in the Company's own mill under rigid standards for high, uniform quality. When permanently bonded with Armstrong's Linoleum Paste, it provides maximum protection for the floor covering, and insures greater resilience, quiet, warmth, and comfort.

ARMSTRONG'S LINOLEUM PASTE

The use of Armstrong's Linoleum Paste is an assurance that the floor covering has been thoroughly and permanently bonded to the subfloor. Also, it means a saving in installation time and the avoidance of repairs and replacements which arise from improperly installed flooring. Further, and no less important, savings in labor and materials cost are made possible by the ease with which Armstrong's Linoleum Paste is spread on the floor or lining felt, as well as because of the greater floor area which a given quantity of this special adhesive will cover without sacrificing maximum bonding power.

The difference in cost between good paste and cheap paste is so small a part of the total cost of a job that there is little reason to risk the loss of good flooring and workmanship through the use of inferior or unreliable materials.

CREDIT TOWARD CONTRACT

Armstrong's Lining Felt and Linoleum Paste count toward the season's contract—five rolls of felt, or fifty gallons of paste, being equal to one roll of flooring in computing the total. Through standardization on these and other Armstrong Sundries, the merchant may push his sales total over into the next higher bracket, thus earning a higher discount on all of his Armstrong purchases for the year.

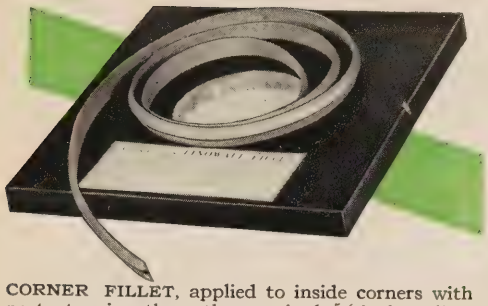
UNIFIED RESPONSIBILITY

The use of Armstrong's Lining Felt and Linoleum Paste with Armstrong's Flooring has a further advantage for the merchant in creating the unified responsibility of *one* dependable manufacturer. By avoiding all difficulty in placing the blame in the event of any faulty performance of materials, satisfactory adjustments are assured. Also, the confidence of the purchaser is gained when all materials used are the products of one well-known, responsible company, designed to be used together for best results.

OTHER ARMSTRONG SUNDRIES

Armstrong's complete line of sundries and accessories also includes all the equipment and materials required for the installation and maintenance of Armstrong's Floors and Linowall. These sundries comprise a number of tools which permit neater, more attractive, and more accurate installations. Armstrong's Linogloss Wax and Armstrong's Floor Cleaner were developed especially to insure better floor care. They offer the merchant an opportunity to make extra repeat sales, and at the same time provide the means of keeping floors in beautiful condition for many years.

ARMSTRONG'S LINOWALL SUNDRIES



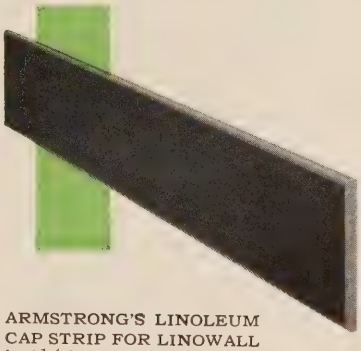
CORNER FILLET, applied to inside corners with paste to give them the required 5/8-inch radius. Supplied in 50-foot coils, one coil to the carton.

FILLET FORMING TOOL, for rolling and shaping fillet strip to the required 5/8-inch radius after fillet is applied to the inside corner with Armstrong's Linowall Paste.

INSIDE CORNER FORMING TOOL. Used to shape patching plaster to the required 5/8-inch inside corner radius. Also useful for pressing Linowall into the inside corners.

PASTE ROLLER, for rolling paste to eliminate the ridges left by the paste spreader. Rolling also develops a greater tackiness.

METAL CAP STRIP AND CORNER PIECES. Cap strip in 6-foot lengths. Supplied in buff, ivory, blue, orchid, green, brown, black, and chromium. Inside (5/8" radius) and outside (5/8" or 1" radius) corner pieces in the same colors.

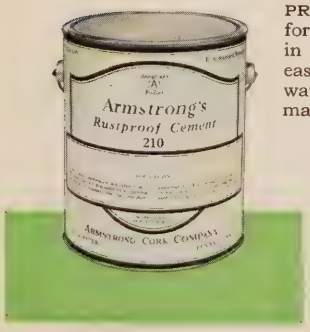


ARMSTRONG'S LINOLEUM CAP STRIP FOR LINOWALL is 1½ inches wide, ⅛ inch thick, and beveled on both edges. Plain colors: Brown, No. 20; White, No. 23; Black, No. 27; Chinese Red, No. 39; Jade, No. 42; Oriental Blue, No. 43; and Coral, No. 49. Marble Colors: Black, No. 021 and White, No. 032. Supplied in coils of 30 lineal feet each, one coil to a carton.

ARMSTRONG'S LINOWALL PASTE. A specially prepared, strong bonding adhesive for the installation of Armstrong's Linowall.

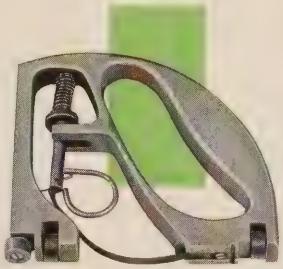
SEAM ROLLER, for securing tight joints and a firm bond with the wall at seams. Its use also helps to eliminate peaking and curling.

ARMSTRONG'S WALL SIZE, for the preparation of plaster walls for the installation of Linowall.



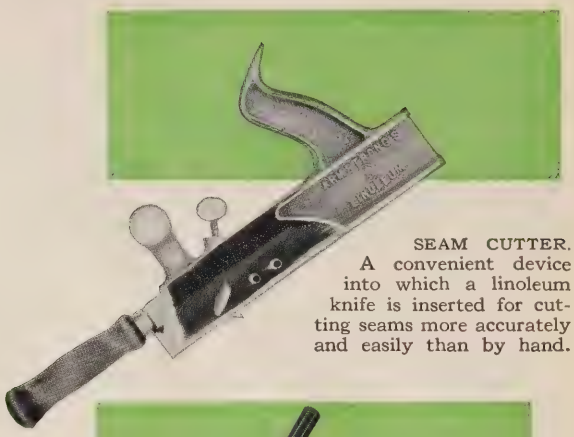
ARMSTRONG'S NO. 210 RUST-PROOF CEMENT is now specified for waterproofing seams and edges in Linowall installations. It is easy to use, provides a strong, waterproof bond. On floors, it may be used instead of No. 236.

LINOWALL SCRIBER. A convenient tool for quick and accurate scribing for fitting Linowall at bathtubs, bowls, ceilings, door jambs, window frames, and wall cabinets.



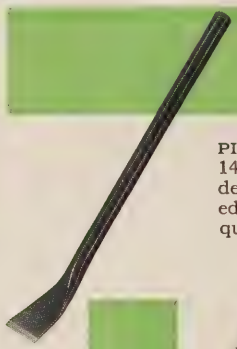
ARMSTRONG'S SUNDRIES FOR INSTALLATION AND MAINTENANCE

ARMSTRONG'S UNIVERSAL SCRIBER does all types of scribing and cuts straight or circular Linostrips from ¼″ to 6″ wide as well as circles from ¾″ to 7′ 1″ in diameter.

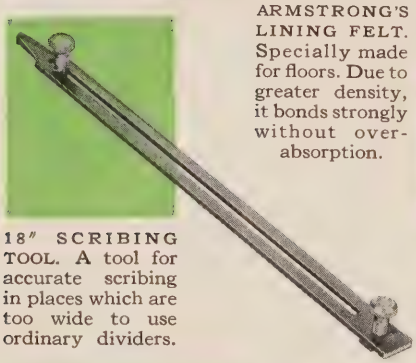


SEAM CUTTER. A convenient device into which a linoleum knife is inserted for cutting seams more accurately and easily than by hand.

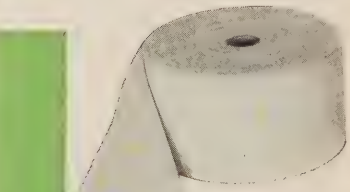
ARMSTRONG'S LINING FELT. Specially made for floors. Due to greater density, it bonds strongly without over-absorption.



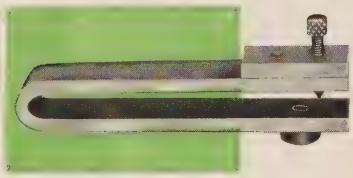
PINCH BAR, approximately 14 inches long. Specially designed with a wide prying edge for removing molding quickly and without damage.



18″ SCRIBING TOOL. A tool for accurate scribing in places which are too wide to use ordinary dividers.

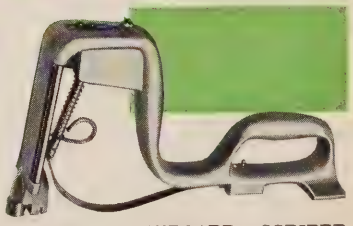


SEAM PROTECTOR. A sturdy, 4-inch canvas strip for pasting to the lining felt under linoleum seams, when seams run parallel to floor boards.



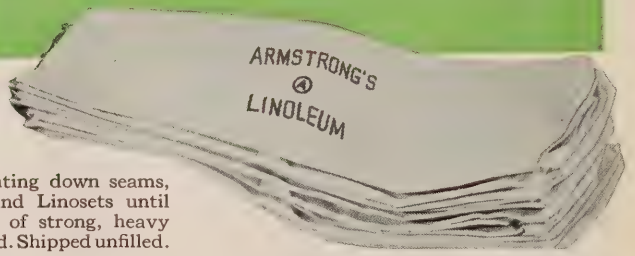
LINOLEUM RECESS SCRIBING TOOL, for fitting linoleum close to stair tread nosing, table and cabinet tops, and other recesses and edges.

ARMSTRONG'S SINK-TOP LINING in rolls 24″ wide is used as a moisture-resistant foundation for linoleum on sink tops. Rolls are 50 yds. long.



LINOLEUM BASEBOARD SCRIBER, for quick and accurate scribing for fitting linoleum at the wall line. Quickly adjustable for different gauges of linoleum and for felt-base floor covering.

LINOLEUM ROLLERS. Made in three sections for easy turning. Two weights—75-pound for residential installations of thin gauges, and 150-pound for heavier gauges. Both rollers are of the same size, and parts are interchangeable.

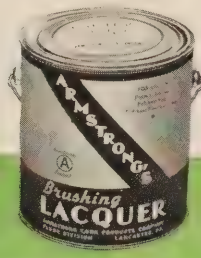


SANDBAGS, for weighting down seams, borders, Linostrips, and Linosets until the paste sets. Made of strong, heavy duck and securely sewed. Shipped unfilled.

ARMSTRONG'S SUNDRIES FOR INSTALLATION AND MAINTENANCE

ARMSTRONG'S LINOGLOSS WAX. This superior, self-polishing, water-emulsion wax protects linoleum, felt-base, and wood floors.

ARMSTRONG'S BRUSHING LACQUER. An alternate maintenance material for protecting printed linoleum, felt-base rugs, and felt-base floor covering.

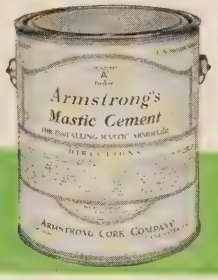


ARMSTRONG'S FLOOR CLEANER. A safe, effective, and economical product for cleaning all types of floors except rubber.

LINOGLOSS APPLICATOR. Used to spread Armstrong's Linogloss Wax. Supplied with a 6- or 9-inch head, double faced with lamb's wool.

ARMSTRONG'S FELT-BASE AND LINOFLOR KNIFE greatly simplifies the cutting because it has a hooked blade. Three extra double-ended blades supplied with each knife are stored in the handle.

LINOLEUM KNIVES. Properly curved and tempered for easy cutting. Furnished either with long or short blades.



ARMSTRONG'S MASTIC CEMENT is used for bonding Mastic Armoflor to metal or on-grade concrete subfloors.

LONG AND SHORT STRAIGHTEDGES. True guides for the knife when cutting linoleum. Made of heavy steel which will not kink or warp. Supplied 75″ or 37½″ long.

ARMSTRONG'S LINOLEUM PASTE spreads farther and faster, and insures the maximum bond between linoleum, lining felt, and subfloor.

PASTE SPREADER. Designed to give even distribution of linoleum paste on the floor. The reversible rubber edges can be replaced.

ARMSTRONG'S WATERPROOF CEMENT seals seams where water may be spilled. No. 210 Rustproof (page 361) also may be used.

ARMSTRONG'S NATIONAL ADVERTISING AIDED BY THESE SERVICES GIVES PROOF OF THE SLOGAN, "ARMSTRONG REALLY HELPS YOU"

FOR twenty-two years Armstrong has been telling the public about Armstrong's Linoleum Floors through a continual program of advertising in nationally-distributed magazines. As a result of this consumer advertising, the name, "Armstrong's" has become synonymous with linoleum and this acceptance has made it easier for the merchant to sell the Armstrong Line. Supplementing this advertising are a number of services designed to aid merchants. Some of them are described below:

BUREAU OF INTERIOR DECORATION

During the past twenty-one years, more than half a million requests have been received for advice on decoration problems by the Armstrong Bureau of Interior Decoration. Most of these inquiries have come from women attracted by Armstrong color advertisements in magazines. No charge is ever made for this service.

There are two basic types of bureau service. One is the selection of complete color schemes for a given room. There are no "stock" schemes and each room is given individual treatment. The prospect is sent actual swatches of wall paper, wood trim, upholstery and curtain fabrics, and rugs, as well as the recommended linoleum and Linowall patterns.

The other service has to do with the designing of special Custom-Craft floors for merchants. Complete designs in actual colors are made in scale to fit the customer's floors. Hundreds of merchants can point to much commercial business they have obtained largely by aid of this design service. Another way in which the bureau's design service is employed is in laying out display floors in retail linoleum departments. Many leading stores have display floors designed by the bureau.

BUREAU OF RETAIL MERCHANDISING

The Armstrong Bureau of Retail Merchandising has often been called by merchants a clearing house of linoleum information. Over a period of several years a vast amount of reference material has been compiled which is available to merchants on request. Test cases of literally hundreds of stores are on file here, and while operators' names are never divulged, the experiences of these merchants help to guide the bureau in its recommendations to retailers having similar problems.

Many merchants also have made use of the training program offered by the Bureau of Retail Merchandising for employees of retail stores. This program includes selling, estimating, laying, and interior decoration.

Another bureau service is the planning and arranging of linoleum department interiors. Many of the most effective wall cases and other display devices in use in stores today were developed by the bureau.

Many of the findings of the Bureau of Retail Merchandising are contained in "The Salesmanship Guidebook." This 128-page volume contains a wealth of valuable information for the retail floor covering salesman. The three-step method brought out in the book is a simple, practical selling plan developed for the hard surface flooring salesman.

A simplified, proved stock control system for the linoleum department is offered to merchants in the book, "Stock Control—A Key to Profits."

"The Business Side of Linoleum Installation" contains the results of a survey of the workroom and laying operations in 223 retail stores. It is augmented by stop-watch time studies of actual installations.

Latest bureau publication is Armstrong's Job Control, based upon a two-year study of the procedure necessary in controlling a job from the first contact with the customer, through the measuring, estimating, pricing, and installation steps. The plan is based upon three simple forms which effectively control the entire operation with a minimum of effort.

RETAIL ADVERTISING SERVICE

The Customer's Service Section of the Advertising Department offers a real aid to merchants in planning their local advertising. Tailor-made campaigns are planned in keeping with local conditions; include newspaper and direct mail copy and local radio announcements. This individualized service is in addition to the complete assortment of literature and display material supplied regularly to merchants.

LINOLEUM LOGIC

Now in its twenty-fourth year, *Linoleum Logic* is the recognized trade paper of the retail linoleum business. Successful merchandising methods employed by individual retailers, new markets for the sale of hard surface floorings, outstanding installation pictures, editorials by prominent retailers, display ideas, hints for layers—all are brought to the attention of merchants through this monthly newspaper. Subscriptions to the trade are free.

LAYING SCHOOL

The services of the Armstrong Laying School are available to those merchants who wish to familiarize their mechanics with the latest information on the installation of linoleum, sink tops, flash type cove and base, custom floors, felt-base and Linowall. There is no cost except for travel to Lancaster and living expenses for the student. Many merchants capitalize this service by advertising "factory-trained layers" upon completion of the layer's course of training.

THIS HANDY TABLE SHOWING ROOM AREAS IN SQUARE YARDS WILL MAKE IT EASIER FOR YOU TO FIGURE LINOLEUM YARDAGE

Length Feet → / Width Feet ↓	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
6	4	4⅓	4⅔	5	5⅓	5⅔	6	6⅓	6⅔	7	7⅓	7⅔	8	8⅓	8⅔	9	9⅓	9⅔	10
6½	4⅓	4¾	5⅙	5½	5⅚	6⅙	6½	7	7¼	7¾	8	8⅓	8⅔	9⅙	9⅓	9¾	10⅙	10½	10⅚
7	4⅔	5⅙	5½	5⅚	6¼	6¾	7	7½	7¾	8¼	8¾	9	9⅓	9¾	10⅙	10½	11	11⅓	11⅔
7½	5	5½	5⅚	6¼	6⅔	7⅙	7½	8	8⅓	8¾	9⅙	9⅔	10	10½	10⅚	11¼	11⅔	12⅙	12½
8	5⅓	5⅚	6¼	6⅔	7⅙	7⅔	8	8½	9	9⅓	9⅚	10¼	10⅔	11⅙	11⅔	12	12½	13	13⅓
8½	5⅔	6⅙	6⅔	7⅙	7⅔	8⅙	8½	9	9½	10	10½	11	11⅓	11⅚	12⅓	12¾	13¼	13¾	14⅙
9	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
9½	6⅓	7	7½	8	8½	9	9½	10⅙	10⅔	11⅙	11⅔	12⅙	12⅔	13¼	13¾	14¼	14⅚	15⅓	15⅚
10	6⅔	7¼	7¾	8⅓	9	9½	10	10⅔	11⅙	11⅔	12¼	12⅚	13⅓	14	14½	15	15⅔	16⅙	16⅔
10½	7	7⅔	8¼	8¾	9⅓	10	10½	11⅙	11⅔	12¼	12⅚	13½	14	14⅔	15⅙	15¾	16⅓	17	17½
11	7⅓	8	8⅔	9⅙	9⅚	10½	11	11⅔	12¼	12⅚	13½	14⅙	14⅔	15⅓	16	16½	17⅙	17¾	18⅓
11½	7⅔	8⅓	9	9⅔	10¼	11	11½	12⅙	12⅚	13½	14⅙	14¾	15⅓	16	16⅔	17¼	18	18⅔	19⅙
12	8	8⅔	9⅓	10	10⅔	11⅓	12	12⅔	13⅓	14	14⅔	15⅓	16	16⅔	17⅓	18	18⅔	19⅓	20
12½	8⅓	9⅙	9¾	10½	11⅙	11⅚	12½	13¼	14	14⅔	15⅓	16	16⅔	17½	18⅙	18¾	19½	20⅙	20⅚
13	8⅔	9⅓	10⅙	10⅚	11⅔	12⅓	13	13¾	14½	15⅙	16	16⅔	17⅓	18⅙	18⅚	19½	20¼	21	21⅔
13½	9	9¾	10½	11¼	12	12¾	13½	14¼	15	15¾	16½	17¼	18	18¾	19½	20¼	21	21¾	22½
14	9⅓	10⅙	11	11⅔	12½	13¼	14	14⅚	15⅔	16⅓	17⅙	18	18⅔	19½	20¼	21	21⅚	22⅔	23⅓
14½	9⅔	10½	11⅓	12⅙	13	13¾	14½	15⅓	16⅙	17	17¾	18⅔	19⅓	20⅙	21	21¾	22⅔	23½	24⅙
15	10	10⅚	11⅔	12½	13⅓	14⅙	15	15⅚	16⅔	17½	18⅓	19⅙	20	20⅚	21⅔	22½	23⅓	24⅙	25

HERE'S HOW TO USE IT

GIVEN the length and width in feet of the room in which a linoleum floor is to be laid, this table shows the area in square yards of that room. To use the table you simply find the point at which the two dimensions cross. This gives you the area of that room expressed in square yards. Yardage is given for 361 rooms.

This table does not take into consideration cutting waste and material required for matching. These amounts must be added to the area of the room as shown on the table to determine the exact yardage to be specified in the order. For complete details on how to figure waste in cutting and matching linoleum, refer to the estimating section in the book, "Armstrong's Handbook for Linoleum Mechanics."

TABLE OF ROLL YARDAGE*

	Square Yards Min.	Max.
All Plain Linoleum 2 yards wide	30	66½
All Jaspé Linoleum 2 yards wide	30	66½
Cork Carpet 2 yards wide	30	66½
All Marbelle Linoleum 2 yards wide	40	66½
All Monobelle Linoleum 2 yards wide	40	66½
All Inlaid Linoleum 2 yards wide	40	66½
Inlaid Linoflor 2 yards wide	40	66½
Marbelle Linoflor 2 yards wide	40	66½
Printed Linoflor 2 yards wide	40	66½
Printed Linoflor 4 yards wide	60	133
Printed Linoleum 2 yards wide	40	66½
Printed Linoleum 4 yards wide	60	133

	Square Yards Min.	Max.
Quaker Floor Covering 2 yards wide	40	66½
Quaker Floor Covering 3 yards wide	45	100
Quaker Floor Covering 4 yards wide	60	133
Standard Floor Covering 2 yards wide	40	66½
Standard Floor Covering 3 yards wide	45	100
Standard Floor Covering 4 yards wide	60	133
Rug Border 2 yards wide	40	70
Mastic Armoflor 1 yard wide	20	33
Linowall 1 yard wide	10	17

	Square Yards Min.	Max.
Linowall 2 yards wide	20	33
All Linowall Standard Factory Units, Full-size	6	6
All Linowall Standard Factory Units, Half-size	6	6

	Linear Yards Min.	Max.
Rug Border 24 inches wide	30	70
Rug Border 36 inches wide	30	70
Passage Linoleum 24 inches wide	20	33
Quaker Passage Covering 24 inches wide	20	33
Quaker Passage Covering 36 inches wide	20	33
Standard Passage Covering 24 inches wide	20	33

**Single rolls can not be supplied larger than the maximum shown.*

SHIPPING WEIGHTS OF ARMSTRONG'S FLOORS

Gauge and thickness in inches	Width Yards	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.
Plain			
6 mm. (.235″)	2	15.8	946
3/16″ (.187″)	2	12.9	775
1/8″ (.125″)	2	8.5	508
Medium (.095″)	2	6.8	407
Standard (.075″)	2	5.9	351
Jaspé			
3/16″ (.187″)	2	12.4	745
1/8″ (.125″)	2	8.4	502
Medium (.095″)	2	6.5	389
Standard (.075″)	2	5.2	309
Cork Carpet			
1/4″ (.250″)	2	9.5	573
Marbelle			
3/16″ (.187″)	2	13.6	819
Heavy (1/8″) (.125″)	2	8.5	513
Medium (.095″)	2	6.7	402
Standard (.075″)	2	5.8	347
Monobelle			
Heavy (1/8″) (.125″)	2	8.5	513
Medium (.095″)	2	6.7	402
Standard (.075″)	2	5.8	347
Embossed Inlaid			
Heavy (1/8″) (.125″)	2	8.2	492
Medium (.095″)	2	6.6	397
Standard (.075″)	2	5.4	325
Straight Line Inlaid			
Heavy (1/8″) (.125″)	2	9.4	564
Medium (.095″)	2	7.4	444
Standard (.075″)	2	6.2	371
Inlaid Linoflor			
(.079″)	2	5.7	342
Marbelle Linoflor			
(.079″)	2	5.5	330

Gauge and thickness in inches	Width Yards	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.
Printed Linoflor			
(.080″)	2	4.7	281
(.080″)	4	5.3	632
Printed Linoleum			
(.070″)	2	4.8	285
(.070″)	4	4.8	576
Passage Linoleum			
(.070″)	2/3	4.5	90
Quaker Floor Covering			
(.070″)	2*	3.6	216
(.070″)	3	4.2	374
(.070″)	4	4.1	498
Quaker Passage Covering			
(.070″)	2/3	4.2	84
(.070″)	1*	3.6	108
Standard Floor Covering			
(.055″)	2*	2.9	174
(.055″)	3	3.4	302
(.055″)	4	3.4	407
Standard Passage Covering			
(.055″)	2/3	3.4	69
Rug Border			
(.053″)	2/3*	2.7	108††
(.053″)	1*	2.7	162††
(.053″)	2*	2.7	162
Mastic Armoflor			
(.080″)	1*	5.3	159
Lining Felt			
(.050″)	1		53†††

*Wrapped in heavy paper for shipment, not crated.

††Weight on the basis of 60-lineal-yard roll.

†††Weight on the basis of 50-lineal-yard roll.

Shipping Weights of Armstrong's Custom-Craft Ready-Cut Linosets

	Weight per unit package in lbs.	
9″ x 9″ Linosets	*3-Color**	*4-Color***
Heavy (1/8″) Gauge	1.9	
Medium Gauge	1.6	
Standard Gauge	1.4	
12″ x 12″ Linosets		
Heavy (1/8″) Gauge	3.3	4.1
Medium Gauge	2.8	3.4
Standard Gauge	2.5	3.0
18″ x 18″ Linosets		
Heavy (1/8″) Gauge	7.	8.9
Medium Gauge	5.8	7.3
Standard Gauge	5.2	6.5

	Weight per unit package in lbs.	
18″ x 24″ Linosets	*3-Color**	*4-Color***
Heavy (1/8″) Gauge	9.4	11.9
Medium Gauge	7.8	9.8
Standard Gauge	7.0	8.7
24″ x 24″ Linosets		
Heavy (1/8″) Gauge	12.4	15.8
Medium Gauge	10.3	12.9
Standard Gauge	9.2	11.5

*Three-color Linosets in unit package containing three Linosets of the same design and gauge, in three alternate color combinations.

**Four-color Linosets in unit package containing four Linosets of the same design and gauge, in four alternate color combinations.

Shipping Weights of Armstrong's Linowall

Width and thickness in inches	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 15 lin. yds.
Patterns 700 to 738 inclusive (.045″)		
Roll—1 yard wide	4.2	63
Roll—2 yards wide	3.9	118
Standard Factory Unit—1-yard width*	4.3	26
Standard Factory Unit—2-yard width*	3.7	22
Patterns 750 to 754 inclusive (.050″)		
Roll—1 yard wide	4.5	68
Roll—2 yards wide	4.2	126

Width and thickness in inches	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 15 lin. yds.
Patterns 750 to 754 inclusive (.050″) (Continued)		
Standard Factory Unit—1-yard width*	4.5	27
Standard Factory Unit—2-yard width*	3.8	23
Pattern 900 (.050″)		
Roll—2 yards wide	3.3	100
Standard Factory Unit—2-yard width only*	3.7	22

* *Full-Size Unit:* 1-yard width—2 pieces 3′ x 9′—6 square yards; 2-yard width—1 piece 6′ x 9′—6 square yards
Half-Size Unit: 1-yard width—4 pieces 3′ x 4½′—6 square yards; 2-yard width—2 pieces 6′ x 4½′—6 square yards
All Standard Factory Units wrapped in heavy paper for shipment, not crated

Note—Crated weights are average only, but accurate enough for estimating freight. There may be slight variations in the weight of crated rolls, due to permissible variations in gauge, differences in yardage of rolls, and in weight of crating lumber.

Shipping Weights of Armstrong's Rugs

Packed in Cartons, Not Crated—Weight in Pounds

	Quaker	Standard
18″ x 36″ (Carton of 12)	23	
3′ x 4½′	7	
3′ x 4½′ (Package of 3)	18	
3′ x 6′	9	
3′ x 6′ (Package of 3)	24	
3′ x 9′ (Package of 3)	37	31
3′ x 12′	16	13
4½′ x 4½′	11	
4½′ x 4½′ (Package of 3)	27	
4½′ x 6′	14	
6′ x 9′	25	21
7½′ x 9′	31	26
9′ x 9′	37	31
9′ x 10½′	42	35
9′ x 12′	47	39
9′ x 15′	59	48
12′ x 12′	64	52
12′ x 15′	78	64

Shipping Weights of Sundries

	Weight per package in lbs.
Armstrong's Custom-Craft Dies	
Complete set	110
Pounding plate	22
Basa hammer	4.5
Copper facings for Basa hammer (2 in package)	2
Wooden box	37
Die No. 1 (left scroll)	6.5
Die No. 2 (right scroll)	6.5
Die No. 3 (3″ star)	3
Die No. 4 (5″ star)	6.7
Die No. 5 (rosette)	6.9
Die No. 6 (3″ circle)	2.9
Die No. 7 (1½″ circle)	2.8
Die No. 8 (chevron)	6.7
Die No. 9 (leaf)	4.3
Die No. 10 (petal)	4.5
Armstrong's Floor Cleaner	
Assorted carton (8 pints and 6 quarts)	29
1-pint cans (24 in a carton)	36
1-quart cans (12 in a carton)	32
1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	40
5-gallon can	48
15-gallon drum	150
30-gallon drum	290
55-gallon drum	500
Armstrong's Linogloss Wax	
Assorted carton (8 pints and 6 quarts with 10—2-ounce samples)	31
1-pint cans (24 in a carton with 10—2-ounce samples)	39
1-quart cans (12 in a carton with 10—2-ounce samples)	35
½-gallon cans (6 in a carton)	30
1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	40
5-gallon can	48
15-gallon drum	150
30-gallon drum	290
55-gallon drum	500
Armstrong's Brushing Lacquer	
1-pint cans (12 in a carton)	16
1-quart cans (12 in a carton)	30
1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	37
Armstrong's Linoleum Paste	
1-quart cans (12 in a carton)	47
½-gallon cans (6 in a carton)	45
1-gallon can (1 in a carton)	14
1-gallon cans (4 in a carton)	56
2-gallon can	28
3-gallon can	42
5-gallon can	70
30-gallon drum	423
Armstrong's Lining Felt	
50-lineal-yard roll (36″ wide)	53
Armstrong's Sink-Top Lining	
50-lineal-yard roll (24″ wide)	46
Armstrong's Linowall Paste	
1-gallon can (1 in a carton)	14
1-gallon cans (4 in a carton)	55
3-gallon can	41
5-gallon can	69
Armstrong's Wall Size	
1-gallon can (1 in a carton)	8
1-gallon cans (4 in a carton)	32
5-gallon can	40
Armstrong's Asphalt Primer	
1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	38
5-gallon can	45
30-gallon drum	274
Armstrong's Linowall Sundries	
Linoleum cap strip, 1½″ wide ⅛″ gauge, (30 lineal feet per package)	3.69
4½″ Metal back cove and base, complete with metal binding strip (4—6′ lengths in a box)	26
6″ Metal back cove and base, complete with metal binding strip (4—6′ lengths in a box)	34
Metal cap strip (4—6′ lengths in a tube)	3.90
4½″ Metal inside corners (concave), each	.2
6″ Metal inside corners (concave), each	.26
4½″ Metal outside corners (convex), each	.26
6″ Metal outside corners (convex), each	.32
4½″ End stops (right or left)	.12
6″ End stops (right or left)	.16
Linowall paste roller	1
Linowall seam roller	.44
⅝″ Linowall fillet strip (50 lineal feet in a carton)	1.75
Tool for applying Linowall fillet strip	1
Armstrong's Mastic Cement	
1-gallon can (1 in a carton)	13
1-gallon cans (4 in a carton)	47
5-gallon can	57
30-gallon drum	340

Armstrong's Cements

	No. 210 Rustproof	No. 236 Waterproof
1-pint cans (32 in a box)	—	59
1-quart can (1 in a carton)	—	4
1-quart cans (24 in a box)	—	80
1-gallon can (1 in a carton)	12	12
1-gallon cans (4 in a carton)	49	50
5-gallon can	60	63

Miscellaneous	
75-pound linoleum roller	80
150-pound linoleum roller	150
Long straightedge (3″ x 75″)	10
Short straightedge (3″ x 37½″)	5
Linogloss applicators (12 in a carton—6″)	8.1
Linogloss applicators (12 in a carton—9″)	11.6

THIS SUGGESTED SUMMARY SHEET WILL SIMPLIFY YOUR WORK AND ACT AS A GUIDE IN PREPARING LINOLEUM ESTIMATES

Linoleum Estimate Summary Sheet

Bidder's Name The John Smith Co. Date January 5, 1939

Bid to General Construction Co. Work for General Hospital

Address New York City Address Hagerstown,

Maryland

Prepared J. P. Smith Checked by R. F. Smith

Location of Job 318 North 4th Street Kind of Building Hospital

Kind of Base Concrete - Trowel Finish Method to Be Used Pasted over Felt

To Be Laid When March 6, 1939 Take-off Sheets Attached Yes

Blue Print or Sketch Attached Yes

Sq. yds. Armstrong's Linoleum.			
Color or Pattern No.			
Gauge	@		
Lbs. Freight, Linoleum, from	@		
Gal. Armstrong's Linoleum Paste	@		
Lbs. Freight, Paste, from	@		
Lbs. Freight, Cement, from	@		
Sq. Yds. Deadening Felt	@		
Lbs. Freight, Deadening Felt, from	@		
Gal. Linogloss Wax	@		
Sq. Yds. Labor, Laying Felt	@		
Sq. Yds. Labor, Laying Linoleum	@		
Sq. Yds. Labor, Applying Linogloss Wax	@		
Extra Labor, Preparing Sub-Floors	@		
Extra Labor, Borders	@		
Days Board	@		
Nights Lodging	@		
Miles Railroad Fare, two ways	@		
Cartage and Storage	@		
Miscellaneous	@		
Total			

Summary

Material and Labor Cost

Overhead

Total Cost

Profit

Total

Bid

Remarks:

PROFITABLE linoleum installation begins with a careful estimate. Many a job has brought a loss instead of a profit to the merchant simply because some item of cost was overlooked in preparing the estimate. To prevent this, all material, labor, and carrying charges should be written in detail for every operation on an estimate sheet. A carbon copy of these data should be given to the installation foreman with the work order covering the job so that he may be held responsible for performance against estimate.

The suggested estimate form illustrated here saves time and the possibility of overlooking any items of cost in preparing an estimate. Space is provided for entering all material and labor costs, transportation charges, and any miscellaneous expense items that may be incurred. Many of the most successful merchants now use this or a similar form.

Shipping weights are given in the tables on pages 366 and 367.

DECODING INDEX

Code Word	Pattern	Gauge, Width, or Size
A		
AIBOC	5561	Stand.
AIBUR	5491	"
AIBYK	5570	"
AICAJ	5571	"
AICIM	5580	"
AICLA	5590	"
AICOD	5591	"
AICRO	5592	"
AIDEB	5532	"
AIDOL	5530	"
AIDUT	5531	"
AILAP	5600	"
AILBT	5610	"
AILCI	5601	"
AILEB	5602	"
AILFG	5632	"
AILGA	5611	"
AILPS	5612	"
AILRN	5620	"
AILSM	5621	"
AILUV	5622	"
AILWU	5630	"
AILYO	5631	"
AIOMBMA	5352	"
AIUME	5460	"
AMAPP	6320	Heavy
AMBER	6350	"
AMBHI	6351	"
AMCEO	6360	"
AMCIM	6361	Heavy
AMCPA	6362	"
AMCUM	6283	"
AMCVI	6284	"
AMEOH	6290	"
AMEPE	6291	"
AMFOR	6271	"
AMJAW	6300	"
AMJEZ	6310	"
AMOLVTA	6240	"
AMOLVUD	6241	"
AMOLWIP	6260	"
AMOMBGY	6252	"
AMPFU	6280	"
ARCOL	090	36"
ARCPM	091	"
ARCQN	092	"
ARCSO	093	"
ASDTO	247	Heavy
ASELM	660	"
ASELR	661	"
ASHBY	683	"
ASHIN	682	"
ASHKA	681	"
ASHLO	680	"
ASIBLOZ	356	"
ASICACH	246	"
ASLEW	670	"
ASLNO	673	"
ASLOB	671	"
ASTUC	602	"
ASWOC	13022	"
B		
BEAMU	3401	Med.
BEATH	3402	"
BEAWY	3350	"
BECOD	3381	"
BEGAN	3410	"
BEGHU	3411	"
BEGOT	3412	"
BEIGA	3361	"
BEPXI	3280	"
BEPYF	3281	"
BERAL	3290	"
BEWAF	3390	"
BEWEG	3391	"
BEWIT	3392	"
BEXAL	3403	"
D		
DAIBULV	13020	Heavy
DBCAY	14290	Med.
DBCEH	14291	"
DBCHU	14300	"
DBCIM	14301	"
DBCKO	14302	"
DBCLA	14303	"
DBCOD	14292	"
DBERF	14252	"
DBFAR	14260	"
DBFAY	14253	Med.
DBIBYKO	14011	"
DBINU	14272	"
DBINY	14271	"
DBIOL	14270	"
DBISUME	14160	"
DBXOV	14250	"
DSARN	0612	Stand.
DSAZA	0408	"
DSBON	0356	"
DSCLA	0367	"
DSCOR	0368	"
DSCRE	0680	"
DSCUZ	0681	"
DSDAW	0415	"
DSDCO	0416	"
DSDFA	0417	"
DSDGN	0425	"
DSDHI	0426	"
DSDKL	0418	"
DSFAT	0375	"
DSFEY	0376	"
DSFID	0377	"
DSFYL	0634	"
DSICAVU	0286	"
DSMAZ	0395	"
DSMCS	0396	"
DSMDA	0397	"
DSMEM	0398	"
DSOMAOD	0382	"
E		
EPBAL	8770	2 yds.
EPBCM	8770	4 yds.
EPBDN	8771	2 yds.
EPBEO	8771	4 yds.
EPBFP	8772	2 yds.
EPBGP	8772	4 yds.
EPBHQ	8780	2 yds.
EPBIR	8780	4 yds.
EPBJS	8781	2 yds.
EPBKT	8781	4 yds.
EPCDA	8640	2 yds.
EPKAH	8790	2 yds.
EPKIK	8791	2 yds.
EPKNE	8790	4 yds.
EPKOT	8791	4 yds.
EPUAN	8773	2 yds.
EPUBO	8773	4 yds.
EPUCP	8792	2 yds.
EPUER	8792	4 yds.
EPYFO	8640	4 yds.
F		
FBAIV	2871	2 yds.
FBAJU	2880	2 yds.
FBAKA	2880	3 yds.
FBANG	2881	2 yds.
FBAPF	2881	3 yds.
FBASN	2882	2 yds.
FBATZ	2882	3 yds.
FBAZY	2891	2 yds.
FBDOT	2891	3 yds.
FBDUK	2750	3 yds.
FBFAK	2885	2 yds.
FBFBA	2885	3 yds.
FBFEX	2885	4 yds.
FBFGS	2920	2 yds.
FBFHR	2920	4 yds.
FBFIC	2930	2 yds.
FBFLS	2921	2 yds.
FBFNA	2921	4 yds.
FBFYF	2931	2 yds.
FBGAP	2960	4 yds.
FBGBO	2970	2 yds.
FBGCN	2970	3 yds.
FBGDQ	2970	4 yds.
FBGER	2971	2 yds.
FBGFS	2971	3 yds.
FBGHU	2971	4 yds.
FBGIV	2972	2 yds.
FBGLY	2972	3 yds.
FBGMZ	2972	4 yds.
FBGNA	2950	2 yds.
FBGOB	2950	3 yds.
FBGPC	2950	4 yds.
FBGRE	2951	2 yds.
FBGSF	2951	3 yds.
FBGTG	2951	4 yds.
FBGUH	2952	2 yds.

Code Word	Pattern	Gauge, Width, or Size
FBGVI	2952	3 yds.
FBGXK	2952	4 yds.
FBGYL	2960	2 yds.
FBGZM	2960	3 yds.
FBHDO	2750	4 yds.
FBHEP	2821	4 yds.
FBHGR	2840	4 yds.
FBHLW	2880	4 yds.
FBHOZ	2881	4 yds.
FBHPA	2882	4 yds.
FBHRC	2891	4 yds.
FBJNO	2821	2 yds.
FBJNU	2821	3 yds.
FBJRO	2840	2 yds.
FBJRP	2840	3 yds.
FBLCA	2930	3 yds.
FBLDC	2930	4 yds.
FBLED	2931	3 yds.
FBLGE	2931	4 yds.
FBLHF	2940	3 yds.
FBLJI	2941	3 yds.
FBLKL	2942	3 yds.
FBLMV	2943	3 yds.
FBLNU	2944	3 yds.
FBLPO	2945	3 yds.
FBLRL	2946	3 yds.
FBNHU	2901	2 yds.
FBNLO	2901	3 yds.
FBNMU	2901	4 yds.
FBNNI	2902	2 yds.
FBNON	2902	3 yds.
FBNRA	2902	4 yds.
FBNSE	2910	3 yds.
FBNTH	2910	2 yds.
FBNWL	2910	4 yds.
FBPKI	2883	2 yds.
FBUTA	2750	2 yds.
FBWAL	2940	2 yds.
FBWBM	2940	4 yds.
FBWCN	2941	2 yds.
FBWDO	2941	4 yds.
FBWEP	2942	2 yds.
FBWFQ	2942	4 yds.
FBWGR	2943	2 yds.
FBWHS	2943	4 yds.
FBWIT	2944	2 yds.
FBWJU	2944	4 yds.
FBWKV	2945	2 yds.
FBWLW	2945	4 yds.
FBWMX	2946	2 yds.
FBWNY	2946	4 yds.
FRABD	4400	3x9
FRACE	4400	3x12
FRADF	4400	6x9
FRAEG	4400	7½x9
FRAFH	4400	9x10½
FRAGI	4400	9x12
FRAHJ	4400	12x12
FRAIK	4400	12x15
FRAJL	4401	3x9
FRAKM	4401	3x12
FRALN	4401	6x9
FRAMO	4401	7½x9
FRANP	4401	9x10½
FRAOQ	4401	9x12
FRAPR	4401	12x12
FRAQS	4401	12x15
FRASU	4402	3x9
FRATV	4402	3x12
FRAUW	4402	6x9
FRAVX	4402	7½x9
FRAWY	4402	9x10½
FRAXZ	4402	9x12
FRAYA	4402	12x12
FRAZB	4402	12x15
FRBME	11624	6x9
FRBMY	11624	7½x9
FRBNA	11624	9x9
FRBNE	11624	9x10½
FRBNO	11624	9x12
FRBNU	11624	9x15
FRDBR	4403	3x9
FRDCS	4403	3x12
FRDEU	4403	6x9
FRDHW	4403	7½x9
FRDJX	4403	9x9
FRDKY	4403	9x10½
FRDLZ	4403	9x12
FRDMB	4403	9x15
FRDNC	4403	12x12
FRDOD	4403	12x15
FRDPE	4245	3x9
FRDQF	4245	3x12
FRDRH	4247	3x9
FRDSJ	4247	3x12
FRDTK	4380	3x9
FRDUL	4380	3x12
FRDVM	4380	12x12
FRDWN	4380	12x15
FRDXO	4381	3x9
FRDYP	4381	3x12
FRDZQ	4381	12x12
FREAU	4380	6x9
FREBL	4380	7½x9
FRECI	4380	9x9
FREDO	4380	9x10½
FREEY	4380	9x12
FREFM	4392	9x10½
FREGP	4392	9x12
FREHA	4380	9x15
FREJS	4392	12x12
FREKV	4392	12x15
FREST	4392	6x9
FREVR	4392	7½x9
FRHCO	4381	6x9
FRHDP	4381	7½x9
FRHEQ	4381	9x9
FRHFR	4381	9x10½
FRHGS	4381	9x12
FRHIU	4381	9x15
FRIAO	4381	12x15
FRIBZ	4382	3x9
FRICY	4382	3x12
FRIDX	4382	12x12
FRIEW	4382	12x15
FRIFV	4383	3x9
FRIGO	4382	6x9
FRIHU	4390	3x9
FRIJS	4390	3x12
FRIKR	4392	3x9
FRILQ	4392	3x12
FRIMP	4410	3x9
FRINO	4410	3x12
FRION	4410	6x9
FRIPM	4410	7½x9
FRIQL	4410	9x9
FRIRK	4410	9x10½
FRISJ	4410	9x12
FRITI	4410	9x15
FRIUH	4410	12x12
FRIVE	4410	12x15
FRIWE	4411	3x9
FRIXD	4411	3x12
FRIYC	4411	6x9
FRIZB	4411	7½x9
FRJAG	4390	6x9
FRJCP	4390	7½x9
FRJDO	4390	9x9
FRJEN	4390	9x10½
FRJFM	4390	9x12
FRJGL	4390	9x15
FRJHK	4390	12x12
FRJID	4390	12x15
FRMAL	4431	9x12
FRMBM	4431	9x15
FRMCN	4431	12x12
FRMDO	4431	12x15
FRMEP	11620	3x9
FRMFQ	11620	3x12
FRMGR	11620	12x12
FRMHS	11620	12x15
FRMIT	11621	3x9
FRMJU	11624	3x9
FRMKV	11624	3x12
FRMLW	11624	12x12
FRMNY	11624	12x15
FRNAL	4382	7½x9
FRNBM	4382	9x9
FRNCO	4382	9x10½
FRNDP	4382	9x12
FRNEQ	4382	9x15
FRNHT	4383	6x9
FRNJU	4383	7½x9
FRNLV	4383	9x10½
FROAH	4411	9x9
FROBI	4411	9x10½
FROCJ	4411	9x12
FRODK	4411	9x15
FROEL	4411	12x12
FROFM	4411	12x15
FROGN	4420	3x9
FROHO	4420	3x12
FROIP	4420	6x9
FROJQ	4420	7½x9
FROKR	4420	9x9
FROLS	4420	9x10½
FROMT	4420	9x12
FRONU	4420	9x15
FROOV	4420	12x12
FROPW	4420	12x15
FROQX	4421	3x9
FRORY	4421	3x12
FROSZ	4421	6x9
FROTA	4421	7½x9
FROUB	4421	9x9
FROVC	4421	9x10½
FROWD	4421	9x12
FROXE	4421	9x15
FROYF	4421	12x12
FROZG	4421	12x15
FRPAJ	4245	6x9
FRPBZ	4245	7½x9
FRPCY	4245	9x10½
FRPDX	4245	9x12
FRPEW	4245	12x12
FRPFV	4245	12x15
FRPMP	4247	6x9
FRPNO	4247	7½x9
FRPOB	4247	9x9
FRPTG	4247	9x10½
FRPUH	4247	9x12
FRPXK	4247	9x15
FRPYB	4247	12x12
FRPZM	4247	12x15
FRSAJ	4422	3x9
FRSBK	4422	3x12
FRSCL	4422	6x9
FRSDM	4422	7½x9
FRSEN	4422	9x9
FRSFO	4422	9x10½
FRSGP	4422	9x12
FRSHQ	4422	9x15
FRSIR	4422	12x12
FRSJS	4422	12x15
FRSKT	4430	3x9
FRSLU	4430	3x12
FRSMV	4430	6x9
FRSNW	4430	7½x9
FRSOX	4430	9x9
FRSPY	4430	9x10½
FRSQZ	4430	9x12
FRSRA	4430	9x15
FRSSB	4430	12x12
FRSTC	4430	12x15
FRSUD	4431	3x9
FRSVE	4431	3x12
FRSWF	4431	6x9
FRSXG	4431	7½x9
FRSYH	4431	9x9
FRSZI	4431	9x10½
FRVAN	4383	9x12
FRVIN	11620	6x9
FRVUB	11620	7½x9
FRWAT	11620	9x9
FRWOM	11620	9x10½
FRWYR	11620	9x12
FRXEG	11620	9x15
FRYFI	11621	6x9
FRYNA	11621	7½x9
FRYPE	11621	9x10½
FRYUT	11621	9x12

L

Code Word	Pattern	Gauge, Width, or Size
LFAGH	18062	2 yds.
LFBEU	18064	2 yds.
LFCEN	18065	2 yds.
LFDIT	18055	2 yds.
LFHAF	18067	2 yds.
LFHEG	18068	2 yds.
LFHIT	18069	2 yds.
LFHUK	18141	2 yds.
LFMAT	18056	2 yds.
LFMFR	18162	2 yds.
LFMGU	18160	2 yds.
LFMIK	18143	2 yds.
LFMOC	18161	2 yds.
LFNAL	18170	2 yds.
LFNBU	18171	2 yds.
LFNCO	18172	2 yds.
LFNHI	18173	2 yds.
LWANA	731	2 yds.
LWAOR	732	1 yd.
LWAPS	732	2 yds.
LWAQT	733	1 yd.
LWARU	733	2 yds.
LWASV	734	1 yd.
LWATW	734	2 yds.
LWAUX	706	1 yd.
LWAVY	706	2 yds.
LWAWY	731	1 yd.
LWBMH	707	1 yd.
LWBOL	707	2 yds.
LWBPM	708	1 yd.
LWBSR	708	2 yds.
LWITZ	700	1 yd.
LWIUB	700	2 yds.
LWIXI	702	1 yd.
LWIYF	702	2 yds.
LWLOG	735	1 yd.
LWLUP	735	2 yds.
LWLYV	736	1 yd.
LWMAB	736	2 yds.
LWOBP	737	1 yd.
LWOCQ	737	2 yds.
LWODR	738	1 yd.
LWOES	738	2 yds.
LWOFT	750	1 yd.
LWOGU	750	2 yds.
LWOHV	751	1 yd.
LWOIW	751	2 yds.
LWOJX	752	1 yd.
LWOKY	752	2 yds.
LWOLG	704	1 yd.
LWOMA	753	1 yd.
LWONN	704	2 yds.
LWOOB	705	1 yd.
LWOPH	705	2 yds.
LWORF	753	2 yds.
LWOSG	754	1 yd.
LWOTH	754	2 yds.
LWVEN	703	1 yd.
LWVIP	703	2 yds.
LWZAJ	900	2 yds.

M

Code Word	Pattern	Gauge, Width, or Size
MAAWALT	03	Heavy
MABIK	024	"
MABLU	024	Med.
MABOF	024	Stand.
MABON	03	"
MABUT	018	"
MABYM	03	Med.
MACIX	06	Heavy
MADAI	017	3/16"
MADAO	021	"
MADAR	025	Heavy
MADAV	025	Med.
MADAY	025	Stand.
MADBE	026	Heavy
MADBL	026	Med.
MADBU	026	Stand.
MADEH	028	Heavy
MADEI	028	Med.
MADEJ	028	Stand.
MAESY	06	Med.
MAFDE	030	Heavy
MAFGU	030	Med.
MAFHS	030	Stand.
MAGAW	013	Heavy
MAGBI	013	Med.
MAGCO	013	Stand.
MAGDE	014	Heavy
MAGEL	014	Med.
MAGFA	014	Stand.
MAGHY	015	Heavy
MAGIK	015	Med.
MAGLN	015	Stand.
MAGMB	016	Heavy
MAGNS	016	Med.
MAGOL	039	Heavy
MAGOR	016	Stand.
MAGSH	039	Stand.
MAGUK	039	Med.
MAHBN	033	Heavy
MAHCO	033	Med.
MAHDP	033	Stand.
MAHER	034	Heavy
MAHFE	018	Heavy
MAHGI	018	Med.
MAHJS	034	Med.
MAHKU	034	Stand.
MAIDA	01	Stand.
MAIPU	017	Heavy
MAIRC	017	Med.
MAOHS	018	3/16"
MAONU	09	"
MASYC	01	Heavy
MATAJ	01	Med.
MATDA	08	Heavy
MATEW	09	Heavy
MATGE	08	Med.
MATIR	09	"
MATLY	032	Heavy
MATOH	021	Stand.
MATPU	032	Med.
MATSA	032	Stand.
MATUV	06	Stand.
MATUW	021	Med.
MATWA	021	Heavy
MAUDO	017	Stand.
MAWAD	035	Heavy
MAWBF	035	Med.
MAWCO	035	Stand.
MAWDR	038	"
MAWEP	036	Heavy
MAWHE	036	Med.
MAWIV	036	Stand.
MAWOT	037	Heavy
MAWRA	037	Med.
MAWSU	037	Stand.
MAWUG	038	Heavy
MAWYD	038	Med.
MAYNY	08	Stand.
MAYOD	09	Stand.
MLHAN	1900	2 yds.
MLHBE	1901	"
MLHCO	1902	"
MLHIL	1903	"
MLHUB	1904	"
MOHAT	046	Heavy
MOHBO	043	"
MOHCY	040	"
MOHDU	045	"
MOHEA	044	"
MOHLF	042	"
MOHYR	041	"
MOMBT	041	Med.
MOMCU	043	"
MOMEB	040	"
MOMGL	044	"
MOMHO	046	"
MOMNZ	042	"
MOMRS	045	"
MOSAN	045	Stand.
MOSBA	046	"
MOSDE	043	"
MOSHM	044	"
MOSIF	040	Stand.
MOSOB	041	"
MOSVU	042	"

O

Code Word	Pattern	Gauge, Width, or Size
OATABS	13	3/16"
OATACK	16	"
OAVVAC	25	"
OAVVEZ	25	1/8"
OBEIB	20	"
OBELF	21	"
OBENZ	22	"
OBMEK	14	"
OBMUM	14	Med.
OBODS	23	1/8"
OBOFU	23	Med.
OBYFF	40	1/8"
OBYJE	40	Med.
OBYLG	41	1/8"
OBYOB	41	Med.
OBYSP	42	1/8"
OBYUX	42	Med.
OBYXO	43	1/8"
OBZAR	43	Med.
OCAEB	46	1/8"
OCAIF	46	Med.
OCAMM	47	1/8"
OCAPA	47	Med.
ODQUO	31	1/4"
ODREV	32	"
OFKIT	25	Med.
OFVID	48	1/8"
OFVUZ	48	Med.
OFXOD	011	1/8"
OFYLK	011	Med.
OGHAM	7	1/8"
OGHEK	7	Med.
OJABI	5	1/8"
OJADE	5	Med.
OJAEG	5	Stand.
OJAFO	6	1/8"
OJAHU	6	Med.
OJAKA	6	Stand.
OJALO	7	"
OJANU	9	"
OJARA	16	"
OJASH	011	"
OLFAX	25	"
OLFDA	26	"
OLFEM	40	"
OLFHO	41	"
OLFIJ	42	"
OLFOG	46	"
OLTES	19	3/16"
OMPEX	46	3/16"
OSUNG	24	1/8"
OSUOJ	24	Med.
OSURM	24	Stand.
OSUSH	30	1/8"
OSUTZ	30	Med.
OSUUV	30	Stand.
OSUVO	33	1/8"
OSUWE	33	Med.
OSUXI	33	Stand.
OSUYF	37	1/8"
OSYAF	37	Med.
OSYBT	37	Stand.
OSYCH	38	1/8"
OSYDA	38	Med.
OSYEW	38	Stand.
OSYGE	39	1/8"
OSYIR	39	Med.
OSYMP	39	Stand.
OSYND	44	1/8"
OSYOZ	44	Med.
OSYPS	44	Stand.
OSYRN	45	1/8"
OSYSM	45	Med.
OSYTI	45	Stand.
OSYUC	9	1/8"
OSYVU	9	Med.
OSYWV	8	1/8"
OSYXU	8	Med.
OTAAL	13	1/8"
OTACT	13	Med.
OTADU	15	3/16"
OTAEN	15	1/8"
OTAIP	15	Med.
OTAKS	16	1/8"
OTALF	16	Med.
OTAMM	17	3/16"
OTAOX	17	1/8"
OTAPO	17	Med.
OTAUZ	19	1/8"
OTAWY	19	Med.
OTAYB	27	Stand.
OTAZA	12	3/16"
OTBAY	12	1/8"
OTBEH	12	Med.
OVIEK	23	Stand.
OVIFE	29	"
OVMEV	27	1/8"
OVOZI	20	6 mm
OVRIJ	20	3/16"
OVRON	22	3/16"
OVRUH	21	"
OVTAN	20	Med.
OVTEJ	22	"
OVTHY	21	"
OVUTA	20	Stand.
OVUVE	22	"
OVYAG	21	"
OWEAV	26	1/8"
OWEEG	26	Med.
OWEKU	28	1/8"
OWELC	29	"
OWFAD	27	3/16"
OWFEP	27	Med.
OWFUR	28	"
OWFYG	29	"
OWIRS	11	"
OWISY	11	1/8"
OWIUJ	10	Med.
OWIZT	10	1/8"
OWUAN	48	Stand.
OWUBM	49	1/8"
OWUCO	49	Med.
OWUDS	49	Stand.
OWUEJ	47	"
OWUHY	43	"
OWUIS	28	"

P

Code Word	Pattern	Gauge, Width, or Size
PLADX	7500	2 yds.
PLAEW	7501	2 yds.
PLAFV	7502	2 yds.
PLAGU	7503	2 yds.
PLAHT	7504	2 yds.
PLAQD	7500	4 yds.
PLARE	7501	4 yds.
PLASC	7502	4 yds.
PLATG	7503	4 yds.
PLBAK	7504	4 yds.
PLCND	7510	2 yds.
PLCOE	7510	4 yds.
PLCPF	7511	2 yds.
PLCRH	7511	4 yds.
PLCSI	7512	2 yds.
PLCWM	7512	4 yds.

Q

Code Word	Pattern	Gauge, Width, or Size
QRACD	4695	3x9
QRAEF	4695	3x12
QRAFG	4695	6x9
QRAIJ	4695	7½x9
QRAJK	4695	9x9
QRAKL	4695	9x10½
QRALM	4695	9x12
QRAMN	4695	9x15
QRAOP	4695	12x12
QRAPQ	4695	12x15
QRARS	4696	3x9
QRAST	4696	3x12
QRATH	4635	6x9
QRAUC	4635	7½x9
QRAVA	4635	9x10½
QRAWO	4635	9x12
QRAXE	4636	6x9
QRAYV	4636	7½x9
QRAZI	4636	9x9
QRBBN	4696	6x9
QRBCP	4696	7½x9
QRBDR	4696	9x10½
QRBEQ	4696	9x12
QRBFS	4696	12x12
QRBGT	4696	12x15
QRBHU	4705	6x9
QRBIG	4636	9x10½
QRBJV	4715	3x9
QRBKW	4715	3x12
QRBLX	4715	6x9
QRBMY	4715	7½x9
QRBNL	4715	9x10½
QRBOZ	4715	9x12
QRBPK	4715	12x12
QRBRH	4715	12x15
QRBSI	4716	3x9
QRBTF	4716	3x12
QRBUE	4716	6x9
QRBVC	4716	7½x9
QRBWB	4716	9x10½
QRBXA	4716	9x12
QRBYD	4636	9x12
QRBZM	4716	12x12
QRCBP	4675	9x10½
QRCCQ	4675	9x12
QRCDR	4675	9x15
QRCES	4675	12x12
QRCFT	4675	12x15
QRCMA	4685	9x10½
QRCNB	4685	9x12
QRCPD	4685	9x15
QRCQE	4685	12x12
QRCRF	4685	12x15
QRCUT	4831	9x9
QRDDZ	4716	12x15
QRDES	4636	9x15

Code Word	Pattern	Gauge, Width, or Size
QRDFX	4717	3x9
QRDGW	4717	3x12
QRDHU	4717	6x9
QRDJR	4717	7½x9
QRDLP	4717	9x10½
QRDMK	4717	9x12
QRDNJ	4717	12x12
QRDPL	4717	12x15
QRDSN	4718	3x9
QRDTI	4718	3x12
QRDVH	4718	6x9
QRDWE	4718	7½x9
QRDXD	4718	9x9
QRDYB	4718	9x10½
QREAB	4718	9x12
QREBG	4718	9x15
QRECA	4718	12x12
QREDH	4718	12x15
QREEI	4567	3x9
QREFJ	4567	3x12
QREGL	4567	12x12
QREHK	4567	12x15
QREIF	4606	3x9
QREJE	4606	3x12
QREKD	4606	12x12
QRELC	4606	12x15
QREMT	4635	3x9
QRENU	4635	3x12
QREOV	4635	12x12
QREPW	4635	12x15
QREQX	4636	3x9
QRERY	4636	3x12
QRESZ	4636	12x12
QRETM	4636	12x15
QREUN	4665	3x9
QREVO	4665	3x12
QREWP	4665	12x12
QREXQ	4665	12x15
QREYR	4667	3x9
QREZS	4667	3x12
QRFBY	4675	6x9
QRFCO	4675	7½x9
QRFED	4675	9x9
QRFKA	4685	6x9
QRFLK	4635	9x15
QRFOV	4685	7½x9
QRFPF	4685	9x9
QRGBQ	4667	12x12
QRGCR	4667	12x15
QRGDS	4668	3x9
QRGHW	4669	3x9
QRGJX	4675	3x9
QRGKO	4675	3x12
QRGLN	4685	3x9
QRGMK	4685	3x12
QRGNJ	4725	3x9
QRGOM	4725	3x12
QRGPI	4725	6x9
QRGQH	4725	7½x9
QRGRG	4725	9x10½
QRGSF	4725	9x12
QRGTE	4725	12x12
QRGVD	4725	12x15
QRGXC	4726	3x9
QRGYB	4726	3x12
QRGZY	4831	9x15
QRHOR	4606	6x9
QRHOU	4606	7½x9
QRHOY	4606	9x9
QRHPA	4606	9x10½
QRHPI	4606	9x12
QRHPU	4606	9x15
QRIAC	4726	6x9
QRICF	4726	7½x9
QRIGY	4726	9x10½
QRIJG	4726	9x12
QRIMH	4726	12x12
QRINJ	4726	12x15
QRIPK	4735	3x9
QRIQM	4735	3x12
QRIRN	4735	6x9
QRIVP	4735	7½x9
QRIWQ	4735	9x10½
QRIXS	4735	9x12
QRIZW	4735	12x12
QRJAM	4665	6x9
QRJAY	4735	12x15
QRJBO	4665	7½x9
QRJCL	4665	9x9
QRJDX	4736	3x9
QRJEZ	4595	6x9
QRJFW	4736	3x12
QRJGV	4736	6x9
QRJHT	4736	7½x9
QRJIS	4736	9x10½
QRJJR	4736	9x12
QRJKQ	4736	12x12
QRJLP	4736	12x15
QRJMD	4665	9x10½
QRJNE	4665	9x12
QRJOF	4665	9x15
QRJSN	4737	3x9
QRJTK	4737	3x12
QRJUJ	4595	7½x9
QRJVC	4737	6x9
QRJWB	4737	7½x9
QRJXA	4737	9x10½
QRKAM	4595	9x10½
QRKBO	4737	9x12
QRKCP	4737	12x12
QRKDN	4737	12x15
QRKEL	4745	3x9
QRKFA	4745	3x12
QRKGI	4745	6x9
QRKHQ	4745	7½x9
QRKIK	4595	9x12
QRKJR	4745	9x9
QRKKB	4745	9x10½
QRKLC	4745	9x12
QRKMF	4745	9x15
QRKNG	4745	12x12
QRKOS	4745	12x15
QRKPT	4746	3x9
QRKQY	4746	3x12
QRKRZ	4746	6x9
QRKSX	4746	7½x9
QRKTW	4746	9x9
QRKWH	4746	9x10½
QRKXJ	4746	9x12
QRKYD	4746	9x15
QRKZE	4746	12x12
QRLAY	4746	12x15
QRLBZ	4567	9x9
QRLCY	4567	9x15
QRLFT	4747	3x9
QRLGS	4747	3x12
QRLHR	4747	6x9
QRLIQ	4747	7½x9
QRLJP	4747	9x9
QRLKV	4747	9x10½
QRLLU	4747	9x12
QRLMC	4747	9x15
QRLON	4747	12x12
QRLPL	4747	12x15
QRLQG	4755	3x9
QRLRF	4755	3x12
QRLTD	4755	6x9
QRLWB	4755	7½x9
QRLYA	4755	9x9
QRMAF	4755	9x10½
QRMBG	4755	9x12
QRMCH	4755	9x15
QRMDI	4755	12x12
QRMEJ	4755	12x15
QRMFK	4756	3x9
QRMHM	4756	3x12
QRMIN	4756	6x9
QRMJO	4756	7½x9
QRMKP	4756	9x9
QRMLQ	4756	9x10½
QRMMR	4756	9x12
QRMNS	4756	9x15
QRMOT	4756	12x12
QRMPU	4756	12x15
QRMQV	4757	3x9
QRMRW	4757	3x12
QRMSX	4757	6x9
QRMUZ	4757	7½x9
QRMVA	4757	9x9
QRMWB	4757	9x10½
QRMXC	4757	9x12
QRMZE	4757	9x15
QROGE	4667	6x9
QROMB	4667	7½x9
QRONC	4667	9x9
QRORU	4667	9x10½
QROTE	4667	9x12
QROVA	4667	9x15
QROYM	4831	4½x4½
QROZA	4831	4½x6
QRPAI	4757	12x12
QRPBL	4757	12x15
QRPCO	4831	3x9
QRPDR	4831	3x12
QRPEB	4831	12x12
QRPFC	4831	12x15
QRPGF	4990	3x9
QRPHG	4990	3x12
QRPJH	4990	12x12
QRPKI	4990	12x15
QRSAV	4990	18x36
QRSIC	4990	3x4½
QRSKU	4990	3x6
QRTAE	4668	6x9
QRTBI	4668	7½x9
QRTCU	4668	9x9
QRTDA	4668	9x10½
QRTFE	4668	9x12
QRTGI	4668	9x15
QRUFU	4567	6x9
QRUGS	4567	7½x9
QRUHR	4567	9x10½
QRUIC	4567	9x12
QRUOB	4831	18x36
QRURP	4831	3x4½
QRUSE	4831	3x6
QRVAL	4669	6x9
QRVBI	4669	7½x9
QRVCO	4669	9x10½
QRVDU	4669	9x12
QRVRO	4831	6x9
QRVUT	4831	7½x9
QRWAF	4831	9x10½
QRWEC	4831	9x12
QRYAM	4990	6x9
QRYED	4990	7½x9
QRYFS	4990	9x10½
QRYJO	4990	9x12
QRZIB	4990	9x9
QRZKO	4990	9x15

R

Code Word	Pattern	Gauge, Width, or Size
RBECR	59	2 yds.
RBEDS	57	24″
RBEIX	57	36″
RBELA	57	2 yds.
RBEMB	58	24″
RBENC	58	36″
RBEOD	58	2 yds.
RBESH	59	36″

S

Code Word	Pattern	Gauge, Width, or Size
SCECAPH	S132	24″
SCGOW	P230	36″
SCMAC	P230	24″
SCVYR	P204	24″
SCWAN	P300	24″
SCWEL	P301	24″
SCWID	P240	24″
SCWUZ	P240	36″
SCXEK	P241	24″
SCXMA	P241	36″
SHOP	100	24″

T

Code Word	Pattern	Gauge, Width, or Size
TEOCFIL	16003	Heavy
TFAET	12360	2 yds.
TFAFO	12361	2 yds.
TFAGP	12362	2 yds.
TFAHR	12363	2 yds.
TFAIS	12364	2 yds.
TFDAL	12331	4 yds.
TFDBM	12340	4 yds.
TFDCN	12342	4 yds.
TFEBJ	12372	2 yds.
TFECK	12372	3 yds.
TFEDL	12372	4 yds.
TFEEV	11101	3 yds.
TFEFN	12380	2 yds.
TFEGO	12380	3 yds.
TFEHP	12380	4 yds.
TFEJR	12381	2 yds.
TFEKS	12381	3 yds.
TFELT	12381	4 yds.
TFEMU	11101	4 yds.
TFENV	11122	4 yds.
TFEOW	12280	4 yds.
TFEPX	12281	4 yds.
TFERZ	12330	4 yds.
TFESA	12370	2 yds.
TFETB	12370	3 yds.
TFEUC	12370	4 yds.
TFEVD	12371	2 yds.
TFEWE	12371	3 yds.
TFEZH	12371	4 yds.
TFHEK	12330	2 yds.
TFHIN	12330	3 yds.
TFHUF	12331	2 yds.
TFHYZ	12331	3 yds.
TFKAN	12281	2 yds.
TFKBO	12281	3 yds.
TFMDU	12350	2 yds.
TFMED	12350	3 yds.
TFMFS	12350	4 yds.
TFMJO	12351	2 yds.
TFMLU	12351	3 yds.
TFMME	12351	4 yds.
TFMOF	12352	2 yds.
TFMPI	12352	3 yds.
TFMRG	12352	4 yds.
TFMSJ	12343	2 yds.
TFMTK	12343	3 yds.
TFMUL	12343	4 yds.
TFNAM	11122	2 yds.
TFNAR	11122	3 yds.
TFUMD	12340	2 yds.
TFURG	12340	3 yds.
TFVID	11101	2 yds.
TFVLY	12280	2 yds.
TFVPU	12280	3 yds.
TFYJU	12342	2 yds.
TFYRC	12342	3 yds.

QUESTIONS, ANSWERS, AND SUNDRIES

Questions — Code Word

How soon can you ship? ..... OBAAZ
How many rolls can you furnish? ..... OBADA
Can you supply if wanted? ..... OBDLI
Can you furnish and at what price? ..... OBEBT

Answers

Can ship immediately ..... IZGUX
Have shipped by freight on ..... IZIGN
Have shipped by express on ..... IZIKT
Cannot ship at present but expect to be able about ..... IZKIR

Miscellaneous

For use on one job ship closest to and no less than the following yardage ..... OEUPH
Wire if you can supply or not ..... OBAHO
Write if you can supply or not ..... OBAJE
If you cannot supply at once wire fully ..... OBALC
If you cannot supply at once write fully ..... OBANJ
Send rolls nearest to quantity ordered ..... OBARN
Start tracer for shipment of ..... OBAVI
Wire probable date of shipment ..... OMDWI
Mail probable date of shipment ..... OMEAC
Wire if car has been shipped ..... OMEEM
Ship by express as soon as possible ..... OBBLU
Ship by freight as soon as possible ..... OBBUR
Ship by truck ..... OASWE
Record order and wire earliest shipment ..... OBCEY
Add to order being shipped ..... OBEDY
Advise when order is shipped ..... OBEGS
Include ..... car now moving following patterns ..... OBFLA
Additional order ..... car in mail must be included ..... OBIDU
Include near not less than ..... OFAMO

Sizes and Widths

24″ Wide ..... OESEP
1 Yard Wide ..... OESIM

Code Word

2 Yards Wide ..... OESNI
3 Yards Wide ..... OESOS
4 Yards Wide ..... OESUL
18″ x 36″ ..... OETAP
3′ x 4½′ ..... OETEJ
3′ x 6′ ..... OETGA
3′ x 9′ ..... ODAHI
3′ x 12′ ..... ODALC
4½′ x 4½′ ..... OETOX
4½′ x 6′ ..... OETUD
6′ x 9′ ..... OETVE
7½′ x 9′ ..... OEUAV
9′ x 9′ ..... OEUCT
9′ x 10½′ ..... OEUFF
9′ x 12′ ..... OEUGZ
9′ x 15′ ..... OEUIO
12′ x 12′ ..... OEUNN
12′ x 15′ ..... OEUOB

Sundries

Armstrong's Floor Cleaner, Assorted carton (8 pts. and 6 qts.) ..... OALYZ
Armstrong's Floor Cleaner, 1-pt. cans, 24 per carton ..... OALED
Armstrong's Floor Cleaner, 1-qt. cans, 12 per carton ..... OALIK
Armstrong's Floor Cleaner, 1-gal. can, 1 per carton ..... OALOF
Armstrong's Floor Cleaner, 1-gal. cans, 4 per carton ..... OALUR
Armstrong's Floor Cleaner, 5-gal. can ..... OANOV
Armstrong's Floor Cleaner, 15-gal. drum ..... OANUS
Armstrong's Floor Cleaner, 30-gal. drum ..... OANYX
Armstrong's Floor Cleaner, 55-gal. drum ..... OAOAV
Armstrong's Lining Felt, 36 inches wide ..... OWKFI
Armstrong's Linogloss Wax, Assorted carton (8 pts. and 6 qts.) ..... OALAM
Armstrong's Linogloss Wax, 1-pt. cans, 24 per carton ..... OPCHY

Code Word

Armstrong's Linogloss Wax, 1-qt. cans, 12 per carton ..... OPCIS
Armstrong's Linogloss Wax, ½-gal. cans, 6 per carton ..... OAKUY
Armstrong's Linogloss Wax, 1-gal. can, 1 per carton ..... OPCUW
Armstrong's Linogloss Wax, 1-gal. cans, 4 per carton ..... OPDIY
Armstrong's Linogloss Wax, 5-gal. can, 1 per carton ..... OPEAJ
Armstrong's Linogloss Wax, 15-gal. drum ..... OAMYD
Armstrong's Linogloss Wax, 30-gal. drum ..... OANAD
Armstrong's Linogloss Wax, 55-gal. drum ..... OANEC
Armstrong's Linoleum Paste, 1-gal. can, 1 per carton ..... OWGUC
Armstrong's Linoleum Paste, 1-gal. cans, 4 per carton ..... OLOLA
Armstrong's Linoleum Paste, 5-gal. can ..... OLPTI
Armstrong's Linoleum Paste, 30-gal. drum ..... OWIAC
Armstrong's Linowall Paste, 1-gal. can, 1 per carton ..... OTONN
Armstrong's Linowall Paste, 1-gal. cans, 4 per carton ..... OTOOB
Armstrong's Linowall Paste, 5-gal. can ..... OTOPH
Armstrong's Mastic Cement, 1-gal. can, 1 per carton ..... OMCKA
Armstrong's Mastic Cement, 1-gal. cans, 4 per carton ..... OMCOV
Armstrong's Mastic Cement, 5-gal. can ..... OMCUL
Armstrong's Mastic Cement, 30-gal. drum ..... OMCYR
Armstrong's Waterproof Cement, 1-qt. can, 1 per carton ..... OLOOS
Armstrong's Waterproof Cement, 1-qt. cans, 24 per carton ..... OWIEM
Armstrong's Waterproof Cement, 1-gal. can, 1 per carton ..... OWIGG
Armstrong's Waterproof Cement, 1-gal. cans, 4 per carton ..... OWIJA
Armstrong's Waterproof Cement, 5-gal. can ..... OWILE

WHOLESALERS AND WAREHOUSING POINTS

ALABAMA

BIRMINGHAM
Birmingham Electric Battery Company
MOBILE...Paterson Hdwe. & Supply Co., Inc.
MONTGOMERY
Montgomery Paper Company, Inc.

ARIZONA

BISBEE.....William Volker & Co.
(Home Office, Los Angeles, Cal.)
PHOENIX.....William Volker & Co.
(Home Office, Los Angeles, Cal.)

CALIFORNIA

LOS ANGELES.....William Volker & Co.
SAN DIEGO.....William Volker & Co.
(Home Office, Los Angeles, Cal.)
SAN FRANCISCO
Walton N. Moore Dry Goods Co.
SAN FRANCISCO.....William Volker & Co.

COLORADO

DENVER.....William Volker & Co.
GRAND JUNCTION....William Volker & Co.
(Home Office, Denver, Colo.)
PUEBLO.....William Volker & Co.
(Home Office, Denver, Colo.)

CONNECTICUT

HARTFORD.....Empire Carpet Corporation

FLORIDA

JACKSONVILLE.....Cain & Bultman, Inc.
MIAMI.....Cain & Bultman, Inc.
(Home Office, Jacksonville, Fla.)
TAMPA.....Cain & Bultman, Inc.
(Home Office, Jacksonville, Fla.)

GEORGIA

ATLANTA.....Armstrong Cork Company,
Floor Division

IDAHO

POCATELLO.....William Volker & Co.
(Home Office, Salt Lake City, Utah)

ILLINOIS

CHICAGO.....Armstrong Cork Company,
Floor Division
CHICAGO.....Carson Pirie Scott & Co.
CHICAGO.....Glabman Bros., Inc.
PEORIA.....Isaac Walker Hardware Company

INDIANA

EVANSVILLE.....Kreyling & Company
INDIANAPOLIS.....Carson Pirie Scott & Co.
INDIANAPOLIS...Griffith Distributing Corp.
LOGANSPORT.....Joseph Taylor & Sons
RICHMOND.....Adam H. Bartel Company
VINCENNES.....Saiter-Morgan Co., Inc.

IOWA

BURLINGTON....Burlington Paper Company
CEDAR RAPIDS.....Welch-Cook-Beals Co.
DES MOINES.....Luthe Hardware Co.
SIOUX CITY.....Hansen Glass & Paint Co.

KANSAS

WICHITA.....William Volker & Co.

KENTUCKY

LEXINGTON...Ades-Lexington Dry Goods Co.
LOUISVILLE.....The Otis Hidden Co.

LOUISIANA

NEW ORLEANS...Armstrong Cork Company,
Floor Division
SHREVEPORT.....William Volker & Co.
(Home Office, Houston, Texas)

MAINE

BANGOR.....R. B. Dunning & Co.

MARYLAND

BALTIMORE.....Empire Carpet Corporation
BALTIMORE.....J. J. Haines & Co.
CUMBERLAND.....Geare-Roby, Inc.

MASSACHUSETTS

BOSTON.....Empire Carpet Corporation
BOSTON.....E. L. Ham Company
BOSTON.....Joseph M. O'Callaghan Co.

MICHIGAN

DETROIT.....Armstrong Cork Company,
Floor Division
DETROIT.....Burnham, Stoepel & Co.
GRAND RAPIDS.....Yeakey-Scripps, Inc.
PETOSKEY.....Bremmeyr-Bain Co.

MINNESOTA

DULUTH.....DeWitt-Seitz Company
MINNEAPOLIS...Armstrong Cork Company,
Floor Division
MINNEAPOLIS..Lasher Carpet & Linoleum Co.

MISSISSIPPI

JACKSON.....Townsend Paper Company

MISSOURI

KANSAS CITY.....William Volker & Co.
ST. LOUIS.....Armstrong Cork Company,
Floor Division
ST. LOUIS.....Ely & Walker Dry Goods Co.
SPRINGFIELD...Rogers & Baldwin Hdwe. Co.

MONTANA

BILLINGS.....Billings Hdwe. Company
BUTTE.....F. E. Buck Sales Company
BUTTE.....William Volker & Co.
(Home Office, Salt Lake City, Utah)
GREAT FALLS.....The John Leslie Paper Co.

NEBRASKA

LINCOLN.....William Volker & Co.
(Home Office, Omaha, Nebr.)
OMAHA.....William Volker & Co.

NEW JERSEY

PASSAIC.....Jersey Carpet Corporation

NEW MEXICO

ALBUQUERQUE.....William Volker & Co.
(Home Office, Kansas City, Mo.)

NEW YORK

ALBANY.....Albany Oil Cloth Company, Inc.
BINGHAMTON...Columbia Jobbing Company
BRONX.....Crockett and Buss, Inc.
(Home Office, New York City)
BRONX.....The Wornock Mills, Inc.
(Home Office, New York City)
BROOKLYN.....Empire Carpet Corporation
(Home Office, New York City)
BUFFALO.....H. D. Taylor Co.
BUFFALO.....The Wornock Mills, Inc.
MIDDLETOWN.....Roskin Brothers, Inc.
NEW YORK CITY....Crockett and Buss, Inc.
NEW YORK CITY..Empire Carpet Corporation
NEW YORK CITY...The Wornock Mills, Inc.
ROCHESTER.....Columbia Carpet Co., Inc.
SYRACUSE.....Columbia Distributors, Inc.
UTICA.....Albany Oil Cloth Company, Inc.
UTICA.....Columbia Distributors, Inc.

NORTH CAROLINA

CHARLOTTE.....Peerless Mattress Co.
LEXINGTON.....Peerless Mattress Co.

NORTH DAKOTA

FARGO.....Fargo Paper Co.

OHIO

CANTON.....The Edward R. Hart Co.
CINCINNATI.....Carson Pirie Scott & Co.
CINCINNATI.....Griffith Distributing Corp.
CLEVELAND.....Carson Pirie Scott & Co.
CLEVELAND.....The Godin Carpet Company
CLEVELAND.....The Sterling & Welch Co.
COLUMBUS.....Carson Pirie Scott & Co.
MANSFIELD...The Hartman-Spreng Company
TOLEDO.....Ohio Plate Glass Co.
YOUNGSTOWN....Arbuthnot-Stephenson Co.
(Home Office, Pittsburgh, Pa.)

OKLAHOMA

OKLAHOMA CITY.....William Volker & Co.
TULSA.....William Volker & Co.
(Home Office, Kansas City, Mo.)

OREGON

PORTLAND.....William Volker & Co.

PENNSYLVANIA

ALLENTOWN....Columbia Jobbing Company
ALLENTOWN.....Royal Wholesale Company
ALTOONA.....Anderson Paper & Twine Co.
ALTOONA.....The H. C. Prutzman Co., Inc.
ERIE.....H. D. Taylor Co.
HARRISBURG.....Glanz, Behm & Herring
HUNTINGDON....C. H. Miller Hardware Co.
JOHNSTOWN.....Swank Hardware Company
LANCASTER.....Herr & Company
LANCASTER.....Landis & Co., Inc.
c/o Keystone Storage Co.
LANCASTER.....Reilly Bros. & Raub
LANCASTER.....Steinman Hdwe. Company
LEWISBURG.....C. Dreisbach's Sons, Inc.
PHILADELPHIA.....C. D. Artman, Inc.
PHILADELPHIA...Empire Carpet Corporation
PHILADELPHIA.....Glanz, Behm & Herring
PHILADELPHIA.....Landis & Co., Inc.
PITTSBURGH.....Arbuthnot-Stephenson Co.
PITTSBURGH.....Empire Carpet Corporation
PITTSBURGH.....Felix Half & Brother, Inc.
READING.....Bright & Company
SCRANTON.....Columbia Jobbing Company
WILKES-BARRE..Columbia Jobbing Company
(Home Office, Scranton, Pa.)
YORK.....Gehly's Carpet House, Inc.

RHODE ISLAND

PROVIDENCE..Ballou, Johnson & Nichols Co.

SOUTH CAROLINA

CHARLESTON....William M. Bird & Co., Inc.
COLUMBIA.....William M. Bird & Co., Inc.
(Home Office, Charleston, S. C.)
GREENVILLE....Sullivan Hardware Company
SPARTANBURG..Sullivan Hardware Company

SOUTH DAKOTA

ABERDEEN.....Dakota Paper Company
SIOUX FALLS...Sioux Falls Paint & Glass Co.

TENNESSEE

KNOXVILLE.....Armstrong Cork Company,
Floor Division
c/o Fireproof Storage & Van, Inc.
MEMPHIS.....Wm. R. Moore Dry Goods Co.
NASHVILLE.....J. L. Perry Company

TEXAS

ABILENE.....William Volker & Co.
(Home Office, Dallas, Texas)
AMARILLO.....William Volker & Co.
(Home Office, Dallas, Texas)
DALLAS.....William Volker & Co.
EL PASO.....William Volker & Co.
(Home Office, Kansas City, Mo.)
HOUSTON.....William Volker & Co.
SAN ANTONIO.....William Volker & Co.
WICHITA FALLS.....William Volker & Co.
(Home Office, Dallas, Texas)

UTAH

SALT LAKE CITY.....William Volker & Co.

VIRGINIA

NORFOLK.....W. H. Bosserman & Son
c/o Southgate Storage Co.
RICHMOND...Richmond Dry Goods Co., Inc.
ROANOKE.....J. J. Haines & Co.
c/o Roanoke Public Warehouse
WINCHESTER.....W. H. Bosserman & Son

WASHINGTON

SEATTLE.....William Volker & Co.
SPOKANE.....William Volker & Co.

WEST VIRGINIA

BLUEFIELD.....Bluefield Supply Co.
CHARLESTON...Guthrie-Morris-Campbell Co.
CHARLESTON.....Thomas, Field & Co.
CLARKSBURG.....The Koblegard Co.
HUNTINGTON.....Watts, Ritter & Company
PARKERSBURG.Guthrie-Morris-Campbell Co.
WHEELING.....Watts, Ritter & Company

WISCONSIN

MILWAUKEE.....Carson Pirie Scott & Co.
MILWAUKEE.....John Pritzlaff Hdwe. Co.

WYOMING

CASPER.....William Volker & Co.
(Home Office, Denver, Colo.)

THE ARMSTRONG LINE

IN addition to floor materials the Armstrong Cork Company manufactures a wide range of other products. Below is a partial list of the products sold by the various divisions of the Company:

FLOOR DIVISION PRODUCTS

Armstrong's Linoleum: Plain, Jaspé, Marbelle, Monobelle, Inlaid, Embossed, and Printed
- *Inlaid, Marbelle, and Printed Linoflor*
- *Cork Carpet*
- *Quaker Rugs and Floor Covering*
- *Standard Felt-Base Rugs and Floor Covering*
- *Lining Felt*
- *Linoleum Paste*
- *Waterproof Cement*
- *Mastic Armoflor*
- *Linogloss Wax*
- *Brushing Lacquer*
- *Floor Cleaner*
- *Linowall—Wall Covering*
- *Ready-Cut Linosets*
- *Custom-Craft Dies*
- *Linowall Paste*
- *Linoleum and Linowall Laying Tools and Equipment*
- *Cove and Base—Flash Type*

BUILDING MATERIALS DIVISION PRODUCTS

Armstrong's Standard Corkboard
- *LK Corkboard*
- *DI Corkboard*
- *Super-Service Corkboard*
- *Mastic Finish Corkboard*
- *Cork Covering and Fitting Covers*
- *Cork Lagging*
- *Fiberglas Insulation*
- *Vibracork*
- *Corkoustic*
- *Temcoustic 50*
- *Cork Brick—Horse Brick and Cow Brick*
- *Granulated and Regranulated Cork*
- *Waterproof Cements, Paints, Asphalt Emulsion Finishes*
- *A-25, N-16, N-20, EF-22, and EF-26 Insulating Fire Brick*
- *High Temperature Insulating Block*
- *Refractory Cements and Facings*
- *Coprtex High Temperature Block*
- *Monocork*
- *Plastic Cements*
- *Clay Type Asphalt Emulsion Products*
- *Soap Type Emulsions*
- *Liquid Asphalts, including roof cement, car cement, and caulking compounds*
- *Diatomaceous Earth Products*
- *Temlok Insulating Board*
- *Temlok Insulating Lath*
- *Temlok De Luxe Interior Finish—Boards, Panels, and Planks*
- *Monowall*
- *Temlok Adhesives*
- *Temlok Roof, Refrigerator, and Equipment Insulation*
- *Temboard and Temboard De Luxe*
- *Temwood, Tempered Temwood, Blocked Temwood*
- *Temseal Insulating Sheathing*
- *Linotile (Oil-Bonded)*
- *Cork Tile*
- *Beveled Cork Tile*
- *Asphalt Tile*
- *Reinforced Rubber Tile*
- *Mastic Armoflor Units*
- *Tile Adhesives*
- *Cork Tile Cove and Base*
- *Rubber Tile Cove and Base*

CORKWOOD DIVISION PRODUCTS

- *Corkwood and Grinding Cork*
- *Rustic Cork Bark*

GLASS AND CLOSURE DIVISION PRODUCTS

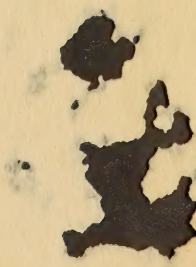
Armstrong's Tapered Corks
- *Crowns: Plain and Decorated*
- *Artmold Caps and Jar Covers*
- *Metal Caps and Jar Covers*
- *Applicator Caps and Corks*
- *Cel-O-Seal caps and bands*
- *Embossed-Top Corks*
- *Metal-Top Corks*
- *Molded-Top Corks*
- *Shell Corks*
- *Wine and Champagne Corks*
- *Tap Corks*
- *Shoe Daubers*
- *Cork Discs and Liners*
- *Ribbon Cork*
- *Bungs*
- *Orifice Reducers*
- *Glass Containers*
- *Druggists' Rubber Sundries*
- *Hospital Supplies*

INDUSTRIAL DIVISION PRODUCTS

- *Natural Cork Products: Balls, Floats, Churn Strips, Polishing Wheels, Penholder Tips, Blocks and Sheets, Closures, Washers and Discs, Seine and Gill Corks*
- *Composition Cork Products: Gaskets, Balls, Rings, Washers, Discs, Strips, Ribbon Cork, Polishing Wheels, Blocks, and Cork Novelties*
- *Accopac, Cork Sheeting in Continuous Rolls*
- *Corkfabrik and Glazing Strip*
- *Cork-and-Rubber Anti-Squeak*
- *Cork-and-Rubber Rolls, Sheets, Gaskets, Rings, Washers, Discs, Strips, Ribbon, Molded Parts, and Mounting Cushions*
- *Corprene Sheets, Gaskets, Rings, Washers, Discs, Strips, Ribbon, Molded Parts, and Mounting Cushions*
- *Cork-and-Synthetic-Rubber Sheets, Gaskets, Ribbon, and Molded Parts*
- *Linoleum and Other Floor Products for desk, counter, and table tops and various manufacturing uses other than flooring*
- *Cork, Rubber, and Felt Products for mechanical and industrial applications*
- *Press Blankets, Molders' Blankets*
- *Sheathing Felt for Vibration Damping, Flooring Felt, Roofing Felt, and Felt Specialties*
- *Armstrong Car Cements*
- *Armstrong-Victor Cork Gaskets, Corkolin, and Headlamp Strips*
- *Ground Cork*
- *Cork Expansion Joint*
- *Cork Paper for Cigarette Tips*
- *Cork Carboy Cushions*
- *Cork Base*
- *Cork Bulletin Board*
- *Automat*
- *Friction Blocks*
- *Glass Insulators*
- *Mastic Armoflor*
- *Linotile (Oil-Bonded)*
- *Cork Tile*
- *Rubber Tile*
- *Linowall*
- *Cements and Pastes*
- *Typewriter Roll Covering*
- *Dust Guards*

Armstrong's Extra Cushion Seamless Cork Cots
- *Helically Wrapped Cork Cots*
- *Cots of Synthetic Rubber-like Materials: Accotex K-500, Accotex KC-550, Corprene DC-150*
- *Worsted Roll Covers*
- *Throwster Roll Covers*
- *Temple Rolls, Plain and Threaded: Cork, Rubber, Accotex K-500, Corprene DC-150*
- *Miscellaneous Loom Accessories: Take-up Roll Covering (Cork, Rubber, Synthetic Rubber), Brake Band Strips, Friction Let-offs, Clutch Plates, Cork Inserts*
- *Roll Covering and Buffing Machinery*
- *Cements and Roll Varnish*
- *Washers and Friction Drives*

Armstrong's Cork Box Toes
- *Cork Lifts, Korxole, and Linosole*
- *Cork Composition Sheets*
- *Cork and Sponge Rubber Sheets*
- *Thermabox Toes*
- *Cork Bottom Filler*
- *Cork Counters*
- *Metatarsal Pads*
- *Heel Pads*
- *Insoles*
- *Sundry Shoe Findings*
- *Bottom Filler Heaters*
- *Box Toe Heaters*
- *Ground Cork*



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ARMSTRONG
CORK COMPANY